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NATIONAL PRINTER JOURNALIST



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Milwaukee, Wis.

Copyright, 1925

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Single Copies 25c

Order—Let all your things have their places; let each part of your business have its time; be not disturbed at trifles or at accidents, common or unavoidable; tolerate no uncleanness.

Resolution—Resolve to perform what you ought; perform without fail what you resolve.

Frugality—Make no expense but to do good to others or yourself; that is, waste nothing.

Industry—Loose no time; be always employed in something useful; cut off all unnecessary actions.

Sincerity—Use no hurtful deceit; think innocently and justly; and, if you speak, speak accordingly;

Justice—Wrong none by doing injuries or omitting the benefits that are your duty.

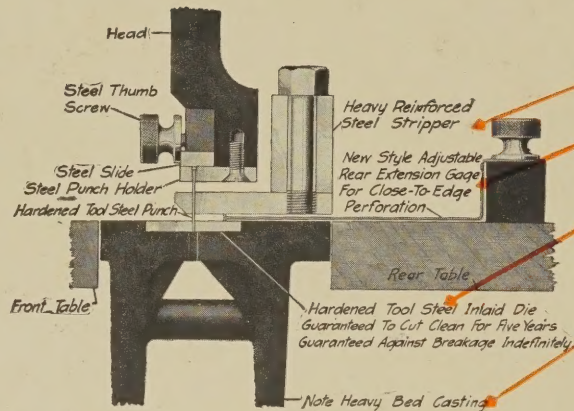
Moderation—Avoid extremes; forbear resenting injuries, so much as you think they deserve.

BENJAMIN FRANKLIN
(Born January 17, 1706)

The Printers' and Publishers'
Experience-Exchange

THE ROSBACK FOOT and POWER PERFORATOR

New Model, Extra Heavy



Cross sectional view showing construction and the new rear gauge with extension fingers in position.

FEATURES

- 1—**THE STRIPPER**—Made of steel with heavy steel reinforcement. Can't spring or careen.
- 2—**FEED GAUGE**—Back gauge with spring steel extension fingers fitting in between die and stripper for close to edge perforation.
- 3—**THE DIE**—Special formula hardened tool steel inlaid in special heavy arched bed. Guaranteed to cut clean for five years. Guaranteed indefinitely against breakage. It is as hard as glass yet thick enough to stand any strain.
- 4—**THE BED**—with heavy flanges directly underneath the die and properly arched to support the die in all directions. It is absolutely impossible for the die to spring, crack or break even under the most unusual conditions.

What It Means To You

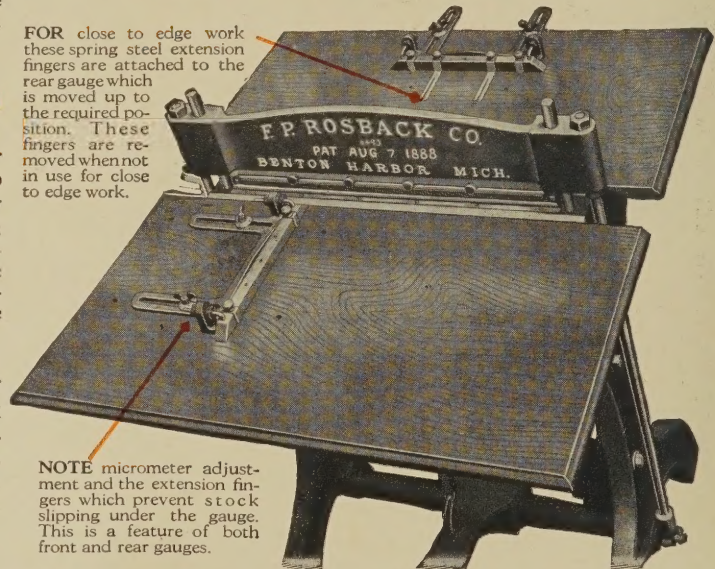
NO improvement in perforating machinery in recent years has meant so much to printers everywhere, as this new model Rosback—for it not only does a perfect job of perforating but these improvements eliminate the possibilities of holdups from breakage—*increase production and give absolutely accurate work to hair-line register—anywhere on the sheet.*

The **Extension Fingers** on the rear gauge have entirely eliminated guess work and home made devices, in getting accurate register on close to edge work. It is absolutely impossible for sheets to slip by the gauge fingers, which fit in between the die and stripper.

This **Rear Gauge** and also the improved front gauge have micrometer adjustment on either end making them adjustable to the smallest fraction of an inch.

Note the two fingers which are a part of both gauges which set closely to the table top and automatically prevents stock slipping by or under the gauge.

FOR close to edge work these spring steel extension fingers are attached to the rear gauge which is moved up to the required position. These fingers are removed when not in use for close to edge work.



Of special interest to you is the fact that there is no advance in price over the old model.

You obtain this superior machine, these 20th century refinements and features and the experience of the world's best Perforator engineers *at the same old price.*

THE RESULT OF FORTY YEARS EXPERIENCE

Inlaid Tool Steel Die—**GUARANTEED FOR 5 YEARS**

No advance in price over old model.

You can't afford to Experiment—**GET A ROSBACK!**

BUILT BY

F. P. ROSBACK COMPANY

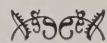
BENTON HARBOR, MICHIGAN

For Sale by Dealers Everywhere

THE LARGEST PERFORATOR FACTORY IN THE WORLD

GO where you will in the advertising field—in the spacebuyer's office, the agency president's office; as a matter of fact, on the desks of all agency executives; in the advertising manager's office—there you will find STANDARD RATE AND DATA SERVICE *always* in evidence.

The Service represents an ideal medium for your advertising.



STANDARD RATE & DATA SERVICE

536 Lake Shore Drive

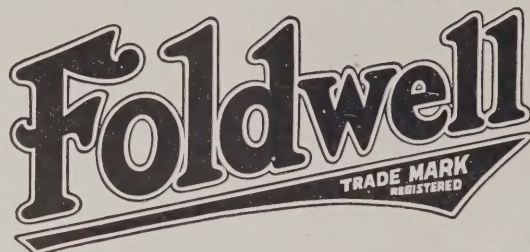
CHICAGO

New York

San Francisco

Successful Direct-Mail Advertising

PRINTED ON



WATCH for the Foldwell advertisements appearing in this publication. You will find reproductions of direct-mail material used by many of the country's leading advertisers. Each reproduction will be of a piece or series that proved particularly resultful. Accompanying the reproduction will be a brief history of the purpose and preparation back of the piece.

¶ An interesting sidelight in analyzing the country's successful direct-mail matter produced on coated stock is the fact that Foldwell is used for so much of it — so many successful pieces have this point in common. Plans may differ, copy vary, art work, plates, and presentation be dissimilar, but the paper, time after time, is Foldwell.

¶ The reason for this preference is that careful advertisers seek a paper of known and constant value to carry their important messages; for after all, paper is the basis of a printed piece. It is the vehicle which carries plan, art work, copy — and in Foldwell the advertiser obtains at their best the elements necessary to carry these items successfully.

¶ Foldwell's exquisite coating, its color, and its uniformity give a printing surface that responds perfectly to the most exacting job. Foldwell's long, strong fiber and big content of tough, unused rags make for unusual strength and folding quality, which protect the job against the handling every mailing piece inevitably must undergo.

*We would like to have you make your own experiments with
Foldwell. Shall we send you samples?*

CHICAGO PAPER COMPANY

801 South Wells Street, Chicago

Manufacturers of the FOLDWELL line of Folding Coated Papers:

COATED BOOK · COATED COVER · COATED WRITING
DULL COAT WRITING · SPLIT-COLOR (in 4 colors)

The Long-Islander.

PRICE 7 CENTS.

AN INDEPENDENT PAPER, DEVOTED TO NEWS, LITERATURE, MORALS, TEMPERANCE, ETC.

\$2.50 PER ANNUM.

EIGHTY-EIGHTH YEAR.

HUNTINGTON, L. I., N. Y., FRIDAY, AUGUST 15, 1924.

NUMBER 1.

THE LONG-ISLANDER

Published Every Friday Afternoon at
313 Main Street
Huntington, Long Island, New York
—by—
The Long-Islander Publishing Company
Charles E. Sheard, President
Miriam A. Baylis, Sec. and Treasurer
CHARLES E. SHEPARD, EDITOR
MIRIAM A. BAYLIS, ASSISTANT EDITOR AND MANAGER

Entered as Second Class Matter at the Post Office at Huntington, N. Y. under the Act of October 3, 1917.
Post Office at Huntington, N. Y.
FRIDAY, AUGUST 15, 1924.
REPUBLICAN PUBLICATIONS

For President
CALVIN COOLIDGE
For Vice President
CHARLES D. SWANSON

EVILS OF PAST ADMINISTRATION
NOT TO BE CHARGED TO
CANDIDATES.

Governor Al. Smith in his recent political addresses has said that he and his fellow Democratic candidates will stress the honesty issue in the coming campaign. Of course he will take a resounding which at the Republican Administration, which he will charge with all the misdeeds of Pail, Dougherty, Deady and other connected with the Trusts and other evils and other perjuries and frauds that have been going on during the past four years.

To be fair and
four years—

the cause of irritation between this country and Japan.
In every way President Coolidge has shown himself to be an upright, honest and courageous head of the nation and his record entitles him to the confidence of the whole country.

THE MENACE OF LAFOLLETTEISM

The American Federation of Labor in endorsing the candidature of La Follette and Wheeler, acted against its own interests. It helped to destroy its strongest defence against oppression and injustice and would substitute a government of individual caprice and personal whims for one of law and order of justice. No majority is so weak and so good as to be permitted to exercise untrammelled power and to be unrestrained by fundamental principles of a Constitution which has been handed down by the fathers of this country.

The La Follette theory of government as frequently stated by him is to show the Supreme Court its power to pass upon the constitutionality of laws of Congress and to impeach judges, a majority moved by temporary impulses, acting favorably upon ill-considered issues, a body often governed by powerful lobbies and selfish, corrupt influences than by consideration of the welfare of the nation as a whole.

There are few examples in history of a more despotic, tyrannical and irresponsible boss than La Follette. He would brook no opposition on the part of his followers at his party's convention. He dictated the platform and the ticket, yet he blatantly talks about retreating power to the people. As to the proposed amendment which he has built a massive and imposing structure in the air, but is signally honest in the execution of it.

President's tariff bill and passed a measure which became a law without the President's signature. Did he not have to fight the majority of his party leaders in Congress and elsewhere when he extended the provisions of the Civil Service reform law to cover the postmasters of the country? He had to fight the opposition of his party continuity. It was only by the aid of Republican Congressmen that Mr. Cleveland was able to put through his bill establishing the single standard. A large section of his own party came out for the standard silver and gold standard and 16 to 1.

Was there ever a greater party split than when President Wilson attempted to get through the Senate his League of Nations bill? He was opposed bitterly by many Democrats in both the Senate and the House. Even his Cabinet was split and his first Secretary of State, Robert Lansing, was forced out of office.

A RARE TREAT.

The residents of Long Island, who are so fond of the sea, will have a rare treat during the week and two Sundays, from August 24 to 26, inclusive. In three days of good roads and meadows, Stony Brook can be reached within two or three hours from any part of the island. It is only an hour from Huntington by railroad or automobile.

Amongst some of the men with international reputation to be heard are the following: Drs. Francis P. Patton, A. Wythe Blue, Seth Josiah, Nathan Alexander, William G. Hoge, David G. Wythe, Aquila Webb, Harry W. Bow, by, and several others of scarcely less ability.

PRINCE TO VISIT LONG ISLAND.

All Long Island society is in a flutter over the approaching visit of the Prince of Wales. This section is it is signally honest in the execution of it.

Europe, came as a shock to our villagers, who were unaware that she was seriously ill. Fortunately she was accompanied by Mr. Hecksher, who hastened to England as soon as he learned she was ill.

Mrs. Hecksher, who joined with her husband in making the splendid benefactions of Hecksher Park, the Community Field, the Art Gallery and its very rare collections of paintings, and the liberal endowment for the upkeep of the same, and their other efforts to the town, will have a warm place in the hearts of the Huntingtonians for many generations to come.

Her loss will be deeply felt by every resident of Huntington, and the heartfelt sympathy of this community is extended to the bereaved family to their irreparable loss. May they have all the solace that a faith in the Christian religion and the hope of a blessed reunion on the other side of the river may offer to them.

She needs no finer or more enduring memorials in this world than the beautiful park, art gallery and the many other benefactions which she has given to her adopted town.

MRS. HECKSCHER DEAD; HUNTINGTON HEARTS SAD

Cable Message from Mr. Hecksher Tells of Her Passing Away at Sea.

Late Thursday afternoon Huntington hearts were saddened by the distressing news that Mrs. August Hecksher had died at sea the previous day at 4 o'clock in the afternoon. The message came by cable. Mr. and Mrs. Hecksher sailed Saturday from London on the Minerva, a slow boat due here Sunday. It will be remembered that Mr. Hecksher made the trip about a few weeks ago on shore notice upon leaving of the serious illness of his wife. She was en-

WHAT A WHOPPER!

The Democratic Presidential candidate, John W. Davis, in his amazing speech of acceptance, said amongst other things, after having charged the Republicans with dishonesty in office: "Shall we forget that no saint of dishonesty or corruption has ever attached to any man who held public office during that great struggle or to any man who continued to hold office under the Federal Government until March 4, 1917?"

It is hard to imagine how Mr. Davis could have kept a straight face after such a statement as that. Anselm and Sappho were fatally stricken and carried out by the young men for a much less serious misstatement than that.

We have commented in another column of this page on the wiles of fraud and dishonesty that prevailed amongst officials high and low during the way and the Wilson Administration. It was unequalled by anything in our history from the time of the first dishonest regime of the Custom House and other Federal offices was flayed by employees.

Government statistics show that 17,000 millionaires were created during the late World War, and a large share of this private wealth was accumulated by dishonest payoffs and fraudulent contracts to political favorites.

Who passed on the quality of the goods? Who passed on the quality of the work? Who passed on the quality of the sent the poor boys in the trenches? Who currently gave away valuable German patents for a mere under the administration of an alien property custodian? But officials of the Wilson Administration?

Although the Huntington Assessors' duplicates are using great efforts to put on the heels all new houses, yet with the great flood of building, it is

Young's Hats
Bostonia Shoes

Telephone 198

Birthday Sale

NOW THE TIME TO BUY

SUITS

and

FURNISHINGS

Large Reduction

Fashion Park and Griffon

CLOTHES

Bostonia

SHOES

Arrow, Metric and Columbia

SHIRTS

etc., at a

Large Saving

LOOK AT

Telephone 198

The Fashion

LADIES' APPAREL, EXCLUSIVE BUT NOT EXPENSIVE

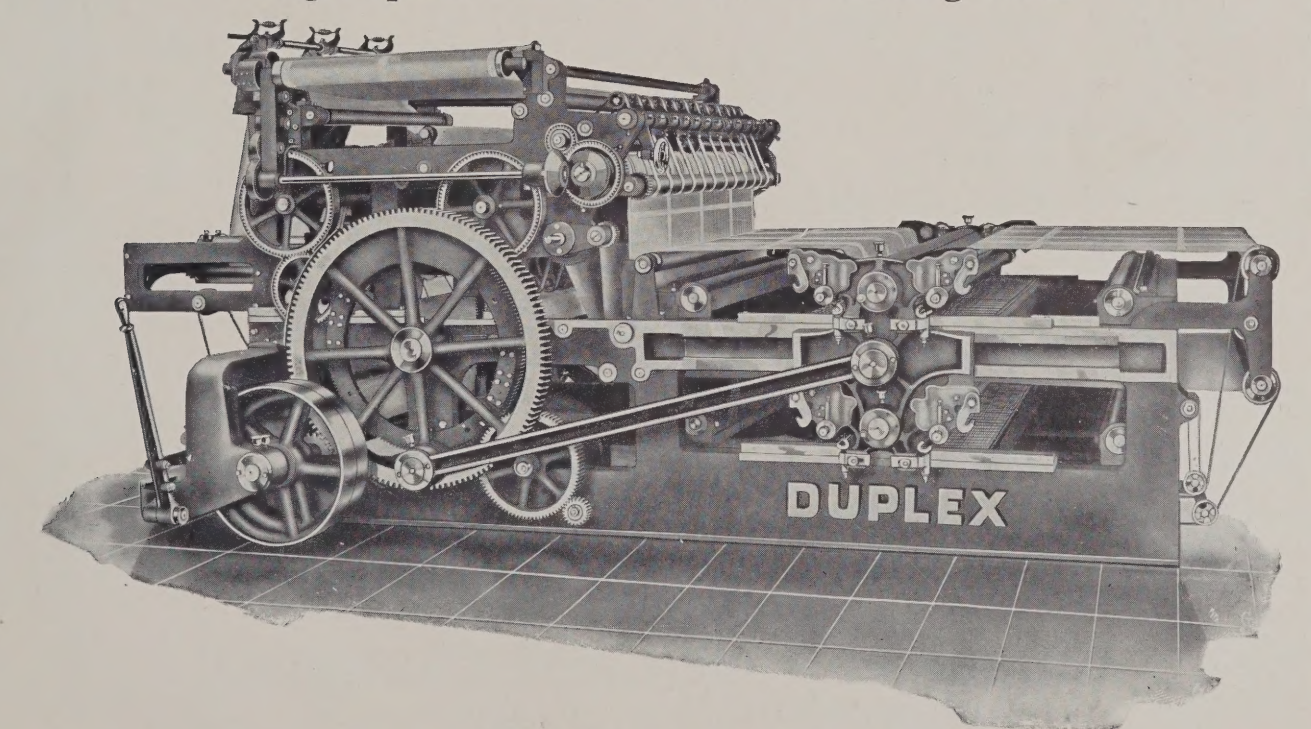
One more Summer Dress for every woman at a big sacrifice is offered here while they last, to make room for our fall stock.

BUY HERE AND SAVE MONEY
P. GILLMAN, Prop.
MAIN STREET HUNTINGTON, N. Y.

THE PARIS

We are closing out all of our
SUMMER SPORT AND WASH DRESSES
D. L. . . .

The "Long Islander" is printed on the
DUPLEX MODEL "E"
High Speed Flat-Bed Web Perfecting Press



Write for Bulletin 701

THE DUPLEX PRINTING PRESS COMPANY
OF BATTLE CREEK, MICH.



A satisfied print shop—they use PHENOID “INSTANTANEOUS” here

Caked ink, grease and dirt haven't a chance. Phenoid makes work pleasant, increases efficiency and reduces shop cost. Phenoid is absolutely free from acid, alkali, abrasive or water. Has no harmful action on metal, wood or fabric. Will not irritate the

skin or injure the eyes or nose of the workman.

You will be surprised at the lightning speed with which hardened ink dissolves under the magic influence of this famous solvent. Phenoid comes through every test with distinction.

Quarts \$1.00

Gallons \$3.00

PHENOID

TRADE MARK

INSTANTANEOUS

TYPE CLEANER

Chalmers Chemical Company

Specialists in Solvents and Detergents for over Twenty Years

123 Chestnut Street, Newark, N. J.

Send for a Trial Quart

If for any reason you are dissatisfied with results, let us know and we will cancel the charge.

"Cashing In" on Prosperity!

THOUSANDS of MILLER-EQUIPPED Printers are facing 1925 with absolute confidence. They are prepared to "cash in" on prosperity.

MILLER EQUIPMENT is *your* surest guarantee of a profitable year. No time could be more opportune for its adoption.

AT LEAST find out how MILLER MACHINES are making money for printers everywhere. Their story will interest you. It is based on actual, truthful experience in plants that are known to you, wherein the conditions are similar to those in your own plant.

THE ATTACHED coupon explains itself. It will bring you complete details without obligating you in the slightest degree.

Your "Prosperity" Coupon
Mail it to-day!



Miller Saw-Trimmer Company

PITTSBURGH, U. S. A.

Atlanta	Los Angeles
Boston	Minneapolis
Chicago	New York
Dallas	Philadelphia
Detroit	St. Louis

San Francisco

Miller & Richard, Toronto-Winnipeg
Lanston Monotype Corp., London

Miller Saw-Trimmer Company
2-24 Penn Ave., Pittsburgh, Pa.

Gentlemen:—Without obligation please mail descriptive matter, prices, and terms, items checked:—

- ☐ Miller "High-Speed" Press
- ☐ Miller Craftsman Unit
- ☐ Miller Ideal Unit.....x.....
- ☐ Miller Feeder for.....x.....
- ☐ Miller Envelope Attachment (10 x 15)
- ☐ Miller Universal Saw-Trimmer
- ☐ Miller Printer's Bench Saw-Trimmer
- ☐ C. & P. Press.....x.....
- ☐ C. & P. Lever Cutter, size.....
- ☐ C. & P. Power Cutter, size.....
- ☐ Advance Lever Cutter, size.....
- ☐ Diamond Power Cutter, size.....
- ☐ National Power Cutter, size.....
- ☐ Liberty Folder, size.....

Name.....

Firm.....

Street.....

City & State

(Miller Souvenir Telephone Index Sent FREE to Inquirers.)

AN AUTOMATIC PRINTING PRESS OF PROVEN VALUE

The KELLY

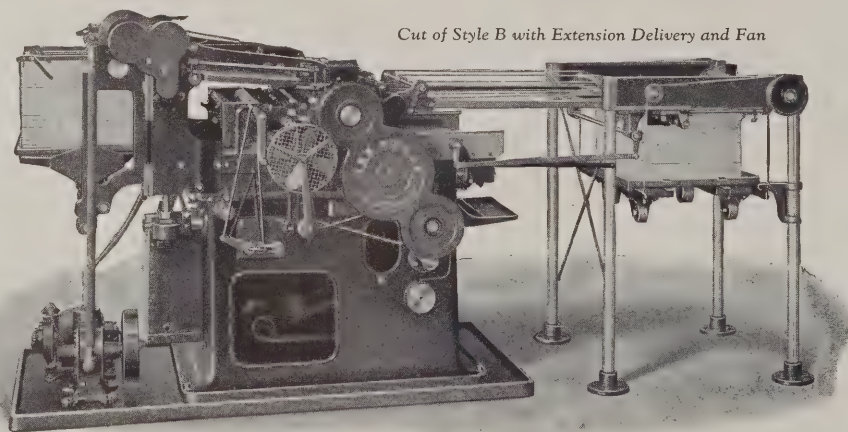
*Ten Years of Automatic Printing Press Experience is
Back of the Kelly*

THIS experience is a safeguard to users, an assurance of perfection in design—it has stood the test of time—of efficiency in operation, and of a stability and all-round excellence that comes only from long experience in this most difficult field—automatic press building.

Proven value is shown in the years the Kelly has been in successful operation; in the esteem in which it is held by users everywhere; and in the repeat orders which total nearly 50% of our sales.

The higher classes of quality printing are placed on the Kelly because it is economical to do so. No other automatic approaches it in ability to handle a wide range of commercial, direct-by-mail, or broadside printing, large or small, in one or more colors. Process printing is also easily handled.

The demand for Kellys is taxing the greatly enlarged facilities of our new plant, additional proof of its popularity, producing, and cost-reducing qualities. Kellyize your plant and be in position to meet competitive pressure. There is no other way to meet it. Hundreds of Kelly equipped plants owe their success to the installation of these wonderful automatic printing machines. Talk with our managers and salesmen. The new year is a good time to turn over in your mind the question of automatic press equipment.



Cut of Style B with Extension Delivery and Fan

For Sale at all Selling Houses of

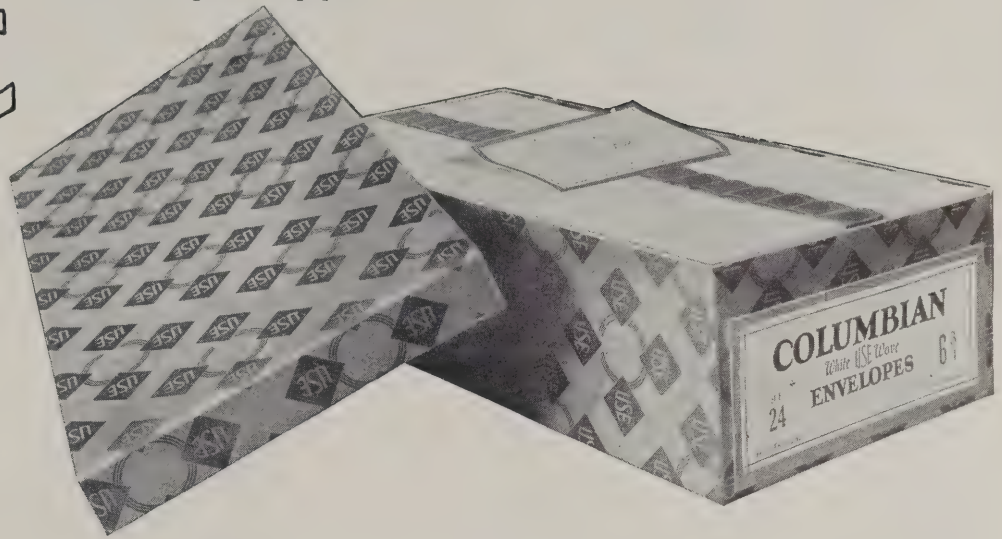
AMERICAN TYPE FOUNDERS COMPANY

*Also by Barnhart Brothers & Spindler at Washington (D. C.), Omaha, Dallas, Seattle;
all houses of National Paper and Type Co., in Latin America; Toronto Type Foundry Co., Ltd., Canada East of Port Arthur;
Alex. Cowan & Sons, Ltd., all houses in Australia; Canadian-American Machinery Co., London, England*

USE

They are the initials of the manufacturers, the world's largest makers of envelopes.

Hold a Columbian White Wove Envelope so the light comes behind it. You'll see these initials watermarked right in the paper.



Who is your best customer on envelopes?

THE customer who orders envelopes by a name, size and quantity, who doesn't need to examine samples and compare prices every time, is a mighty satisfactory customer to do business with.

The man who buys that way saves his time and yours. You know exactly what he expects. He knows exactly what he will get, and what it will cost him.

The customer you sell once on Columbian White Wove Envelopes will re-order again. Because he finds in them exactly what he wants, he doesn't need to shop around.

Columbian White Woves give him good appearance, surface splendid for writing, typ-

ing and printing, including halftones; perfect fold, excellent gumming. They come to him in strikingly attractive boxes that are dustproof and do not soil in the stock-room.

Columbian White Woves are watermarked **USE**. They can be identified anywhere, even when separated from the box and banding.

In the mind of the man who has used them, Columbian White Woves speedily become fixed as trouble-free envelopes, standard in quality, reasonably priced, beautifully put up—and easy to re-order.

Columbian White Woves are made in all sizes from 5 to 14 and Monarch. You can get them quickly, from your regular paper merchant.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

SPRINGFIELD, MASS.

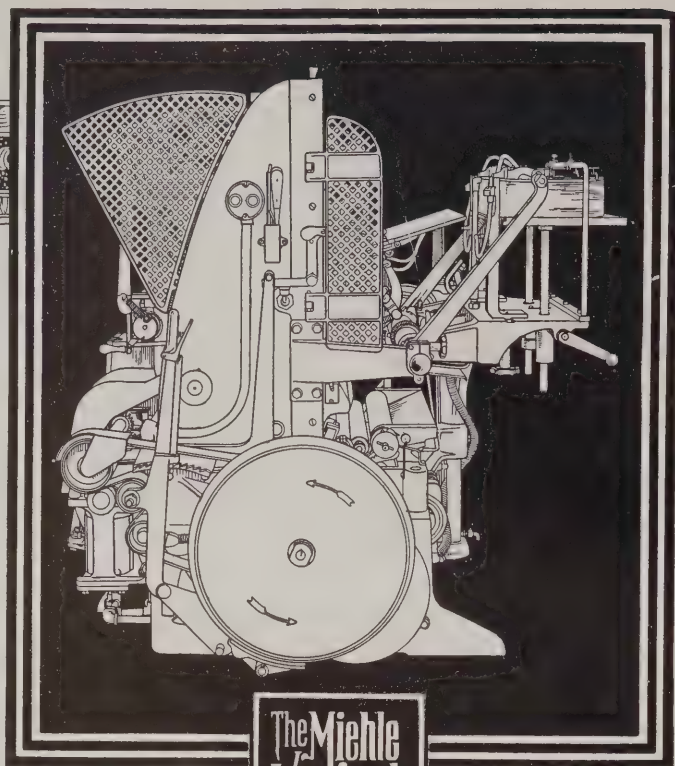
Location
Worcester, Mass.

Rockville, Conn.
Hartford, Conn.
Springfield, Mass.
Waukegan, Ill.

Division
Logan, Swift & Brigham
Envelope Co.
White, Corbin & Co.
Plimpton Manufacturing Co.
Morgan Envelope Co.
National Envelope Co.

Location
Springfield, Mass.
Worcester, Mass.
Worcester, Mass.
Indianapolis, Ind.
San Francisco, Cal.
Philadelphia, Pa.

Division
P. P. Kellogg & Co.
Whitcomb Envelope Co.
W. H. Hill Envelope Co.
Central States Env. Co.
Pacific Coast Env. Co.
The Monarch Envelope Co.



The Miehle
Vertical

A MOVING PICTURE

A MOVING picture of the Miehle Vertical would come nearest to giving some idea of the press. A still picture shows nothing but its general appearance. And verbal description is next to useless. The still picture falls down badly because it does not show the press in action. And the most interesting aspect of the Vertical is that it is almost always in action. It is constantly on the move, making money for its owner by great reduction in the cost of his work, and increasing his reputation as a wide-awake, capable printer. There are no moving pictures of the Miehle Vertical, so every live printer will make it a point to see the press itself.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: *Fourteenth & Robey Streets, Chicago*

Sales Offices in the United States:

CHICAGO, ILL., 1218 Monadnock Block
NEW YORK, N. Y., 2640 Woolworth Bldg.
PHILADELPHIA, PA., 1015 Chestnut Street

BOSTON, MASS., 176 Federal Street
DALLAS, TEX., 312 Central Bank Bldg.
SAN FRANCISCO, CAL., 693 Mission Street

ATLANTA, GA., Dodson Printers Supply Company

Distributors for Canada: Toronto Type Foundry Co., Ltd., Toronto, Canada



TYPE METAL INSURANCE

A POLICY ON WHICH WE PAY THE
PREMIUM AND YOU GET
THE DIVIDENDS

YOU WANT your Stereotype and Linotype Metal to last as long as possible, to remain in good condition and to cause you no trouble. So do we. An ordinary "Guarantee" cannot accomplish the result. Extravagant claims cannot protect your Type Metal — any more than they can a fine edged tool — against accident, abuse or ignorance. We propose, however, to give that protection to everyone who buys "Wilke's" Metals. In other words, your metal will receive free of charge the care and attention necessary to keep it in perfect condition as long as you use "Wilke's" Metal exclusively.

*Write for Complete Information on
"Wilke's" Type Metal Insurance
and Save Money.*

METALS REFINING COMPANY

HAMMOND, INDIANA

Warehouses in All Leading Cities

A new point-system Saw-Trimmer

Superior Auxiliary Saw

priced for the thrifty printer

An AUXILIARY to composing and casting machines in the small or large plant. It saws and trims—at one operation—slugs, rules and borders to smooth exactness.

An AUXILIARY to the platemaker in trimming and mortising cuts to point system dimensions. Preferably in the plant of the platemaker who would deliver a ready-for-use product. But if the platemaker will not give a 100% service—then, necessarily, in the plant of the printer who must make the cuts usable.

An AUXILIARY to our de luxe model general utility Superior Point System Saw—or any other saw-trimmer of all-purpose type—in plants requiring several machines. About 95% of the use of a saw is in sawing and trimming typeslugs and strip material, and trimming and mortising cuts. The Superior Auxiliary Saw does all such work as well as the highest priced universal machine—and does it better, quicker and with more of safety for the operator than many sold at a much higher price.

ELEVATING TABLE—with the table horizontally level at any desired height.

LARGE 20" x 16" TABLE—12¾ inches to left of blade, which balances full 24-inch strips.

MAIN GAUGE 60 picas long, divided by 6 Points—Point Auxiliary Gauge affording any desired variation.

WORK HOLDER that takes a sure grip on the work and holds fast.

BALL BEARINGS—easy running—only ¼-horsepower motor to drive—minimum power expense. Attaches to lamp socket—no wiring expense to install.

CONVENIENT PUSH BUTTON START AND STOP—Motor on adjustable belt-tightening base—long belt for maximum power with minimum wear on bearings—motor protected by steel hood.

HOLLOW PEDESTAL to catch the offcuts and sawdust—door in the pedestal to hold the waste until ready to remove, keeping floor clean.

PRICE including Trimmer Head with Knives and one Saw Blade; Red Guard for Blade, 60-em Pica Main Gauge, Point Auxiliary Gauge; Work Holder; ¼-horsepower Motor; Push Button Switch and Cord with Swivel Plug; Motor Hood; Belt; Motor Base

\$225 f. o. b. Chicago

EXTRAS: Regular Graduated Mitring Attachment; Special Face-Up Right and Left Mitring Attachment; 160 Pica Extension Gauge; Glass Guard with Arm; Light Fixture with Arm; Angle Block for Beveling Plates; Trimmer Knife Sharpening Attachment; Holder for Sharpening Saw Blade; Guard Cabinet No. 15744; Special Saw Blades; Alundum Grinding Wheel; Polishing Disc
Prices On Application

In ordering—specify whether Alternating or Direct current and voltage of the lighting circuit—if Alternating specify whether one, two or three phase



Set in Cooper types

Manufactured by

Barnhart Brothers & Spindler

Type Founders—Manufacturers and Merchants of
Superior Printing Equipment

Chicago Washington, D. C. Saint Louis Kansas City
Dallas Omaha Saint Paul Seattle Vancouver, B. C.

Agents in Canada · AMERICAN TYPE FOUNDERS CO., Winnipeg—TORONTO TYPE FOUNDRY CO., LTD., Toronto and Montreal
Also sold by AMERICAN TYPE FOUNDERS CO., all U. S. A. Branches

NATIONAL PRINTER-JOURNALIST

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JOHN L. MEYER
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News Editor Technical Counsel

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Application

Volume 43

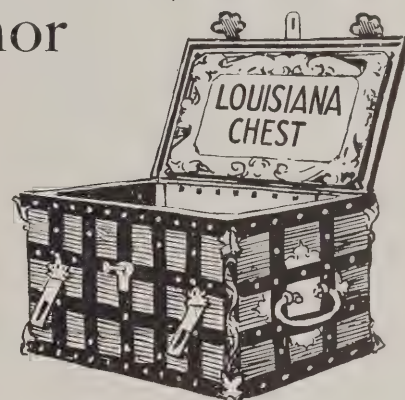
Milwaukee, Wis., January, 1925

No. 1

Filles a Cassette of 1925 to Honor an American Publisher:Printer

*New Orleans' Award in Big N. E. A.
Membership Contest to Supplement
Charm of "PJ" Traditions*

By HARRISON HATTON



Who Will Win This Treasure?

THE National Editorial Association which will hold its fortieth annual convention at Richmond, Va., in June, is accumulating a rich store of historic incidents and traditions which, by the time the Golden Anniversary of the founding of the organization arrives in 1925, will have assumed the proportions of a volume.

In connection with the membership campaign recently launched by Executive Secretary H. C. Hotaling of Saint Paul, an incident occurred that is fairly characteristic of the best traditions of the N. E. A. When Walter Parker, general manager of the New Orleans Association of Commerce, was informed that a membership campaign was under way within the editorial organization, he informed Secretary Hotaling that the New Orleans Association of Commerce would offer a prize of a *Louisiana Chest* to one of the winners.

Mr. Parker was taking cognizance of the fact that the National Editorial Association was founded at a convention of 100 editors held in New Orleans during the second session of the Cotton Centennial Exposition in February 1885. Also, Mr. Parker had in mind the fact that the fifteenth annual convention of the National Editorial Association was held in New Orleans in March, 1900, and that the big Silver Anniversary convention also was held in New Orleans in February, 1910. Further, the late John Dymond, publisher of the *Louisiana Sugar Planter*, was a much-beloved past president of the N. E. A. The name of

New Orleans looms high in the annals of the newspaper men's organization. It is fitting, therefore, that New Orleans should appear upon the lists as the donor of one of the most interesting of the seventy-five prizes that will be awarded at Richmond to editors who participate in the attractive membership campaign.

TO some people, the name "Louisiana Chest" may suggest something of a Pandora's box. It is being especially made and its contents assembled for this particular occasion. Mr. Parker has informed Mr. Hotaling that the chest

N. E. A. Membership Contest Standings December 29

C. M. Meredith, Quakertown, Pa.	51
C. R. Callaghan, Bellevue, Ohio	12
Homer Harwood, Warren, Mich.	11
W. C. Lusk, Yankton, S. Dak.	10
Jas. C. Latimer, Richmond, Va.	9
E. L. Wheeler, Waitsburg, Wash.	7
J. C. Lochner, Sarasota, Fla.	7
Herman Roe, Northfield, Minn.	6
C. W. Roll, Coraopolis, Pa.	4
Paul R. Goddard, Washington, Ill.	3
S. S. Buzzer, Berkeley Springs, W. Va.	3
J. H. Cramer, Marmarth, N. Dak.	2
O. W. Little, Alma, Kan.	2
G. G. Reed, Pine Bluffs, Wyo.	2
Edwin A. Bemis, Littleton, Colo.	2
J. W. Spradling, Sparta, Wis.	1
J. A. Sharpe, Lumberton, N. Car.	1
D. E. Williams, Fallon, Nev.	1
L. C. Hall, Wareham, Mass.	1
H. A. Wood, Bangor, Mich.	1
G. S. Chapman, Sandersville, Ga.	1
C. H. Beeson, Winchester, Ind.	1
E. J. Feuling, New Hampton, Iowa	1
A. W. Newett, Groveland, Fla.	1
Total.....	140

will be filled with useable quantities of all of Louisiana's finest products.

The presentation of the Louisiana Chest to its winner, during the Richmond convention, promises to be a ceremonial. For the New Orleans Association of Commerce is selecting a bevy of five attractive Louisiana girls to act as sponsors for the Chest as it is shipped from New Orleans. The Richmond Chamber of Commerce, in turn, will be asked to select a bevy of five beauties of the Old Dominion to receive the chest at Richmond, and, upon behalf of New Orleans, to present it to the National Editorial Association, to be awarded to the member winning it.

This graceful little rite by the "Filles a Cassette" of 1925 will recall old stories and traditions of the Casket Girls who came across the sea from France to New Orleans in the days of French dominion, and who, under the chaperonage of the French nuns, selected their husbands from among the eager young Louisiana planters.

The editor who wins the Louisiana Chest in the membership campaign will receive a prize wholly unique and distinct and impossible of duplication. If

"NPJ" Wishes Everyone of Its Friends A Happy New Year

he desires to put on a window exhibit in his home town, after the chest has been shipped to him, he will have not only the contents of the chest for this purpose, but a number of attractive photographs and descriptive articles, as well. The Louisiana Chest will attract a lot of attention throughout the country before the membership campaign terminates in May.

ALREADY, it has served to recall a number of the events of the Silver Anniversary convention held in New Orleans in 1910. At that time, B. B. Herbert "Father Herbert" as he was lovingly called by all members of the N. E. A.—founder of the N. E. A. and also founder of the NATIONAL PRINTER-JOURNALIST, still was alive and active. On that occasion, Mr. Herbert was presented with a finished portrait of himself in oils, painted by Miss Grace E. McKinstry, noted portrait painter.

Col. R. H. Henry, publisher of the *Clarion Ledger* at Jackson, Miss., fourteenth president of the Association, presided at the Silver Jubilee session of the twenty-fifth annual convention. In opening the session, Colonel Henry said in part:

"This meeting was called for a two-fold purpose, to celebrate our Silver Anniversary, and to pay a just and loving tribute to its originator, Hon. B. B. Herbert, the well known and highly esteemed editor of the NATIONAL PRINTER-JOURNALIST, and who today is known by the endearing name of 'Father Herbert.'

"At that first meeting twenty-five years ago, the following officers were elected: B. B. Herbert of Red Wing, Minn., president; C. H. Jones of Jacksonville, Fla., vice-president; John G. Elliott of Dallas, Tex., secretary; Ezra Whitman of Baltimore, Md., treasurer."

Col. John Dymond of New Orleans, in making the presentation of Mr. Herbert's portrait, delivered an eloquent eulogy of Mr. Herbert, during which he recalled the historic steamboat trip made by the N. E. A. party in 1908 from Saint Paul to Red Wing, Minn., Mr. Herbert's old home town. He told how the whole city of Red Wing, men, women and children, turned out to welcome the N. E. A. party and do honor to Mr. Herbert, who personally had been responsible for starting the clay products and milling industries upon which much of the success and prosperity of the people of Red Wing is based.



GEORGE W. MARBLE
Ft. Scott (Kans.) Tribune
President, N. E. A.



Col. Dymond sketched the whole of Mr. Herbert's life and declared that it was an epic of the pioneer days in the great Mississippi Valley. Today, Col. Dymond's eulogy of Mr. Herbert could easily be developed into a scenario for a "Covered Wagon" or some thrilling tale of the old days on the Mississippi River.

And today the Louisiana Chest is serving to marshal thoughts and memories of all of the forty years of the National Editorial Association's active career. Also, it is sending thoughts forward to that date only a little more than ten years away when the clans will gather to celebrate arrival at the fiftieth milestone in the Association's history. That will be a big day and a big event. It will be well worth celebrating. Few organizations, anywhere, have had as fine ideals and as fine men for leaders as had the N. E. A. The Association's record is one to be proud of. All of its activities have been clean and constructive.

N. E. A. MEMBERSHIPS are main prizes in the Wisconsin Press Association contests, Madison, Feb. 5-7, for best first page, best editorial page, and best farm news service in the state.

EXPERIENCE TEACHES WHEN TO WORK QUIETLY

ED. SULLIVAN, *New Salem (N. D.) Journal* (PAST PRESIDENT NORTH DAKOTA PRESS ASSOCIATION)—"Do not set up a lot of stuff of no local interest. Set less, but make it tie up with your people and your territory. Then comes the financial side, the big problem of every newspaper. Your subscription list will show an increase.

Tighten up, as this comes, on slow payers. You can start a gradual increase for paid locals, saying little about it. The same rule applies to display. When the time is ripe make a general increase. Do not advertise it. You never heard of a department store advertising a raise in prices. They tell of better grade of goods at reasonable prices. We publishers should be more tightly woven together if we want each member of our fraternity to succeed to a greater degree."

EDITORIAL COLUMNS? — J. P.

COUGHLIN, *president of the Minnesota Editorial Association*: "The paper is incomplete without one. Many readers depend on the column to judge the paper and its owner. Editorialized news matter is impossible." ("NPJ" knows that many advertising agency men apply the foregoing test in selecting lists; usually that, and also the quantity and quality of "want" or classified ads.)

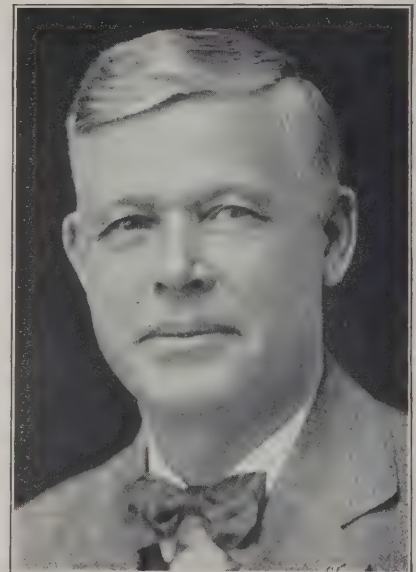
CASH TALKS—W. C. VanCleave,

Moberly (Mo.) *Monitor-Index*, sends out circulars every month to his merchants. A recent circular told them his actual cash subscription receipts for a period, proving that the residents are buying the paper.

INSURANCE—The National Convention of Insurance Commissioners of States has named a committee to consider the selling accident and health insurance policies with subscriptions to newspapers:

MEREDITH HELPS—Charles M.

Meredith, Sr., publisher of the Quakertown (Pa.) *Free Press*, is delivering a series of lectures on Journalism at the University of Pennsylvania.



H. C. HOTALING
Executive Secretary, N. E. A.

THE first registration for the 1925 annual of the N. E. A., to be held at Richmond, Va., has been received from Mr. and Mrs. Henry Towell, Milwaukee (Wis.) *Times*, a weekly. Milwaukee lost the contest for the convention to Richmond.

News GIVES; Ads SEEK

AN EDITORIAL

WHAT is a *newspaper*; what is the function of a newspaper? Whole books and shelves of books fail to answer more satisfactorily than. . .

A newspaper is a *NEWS-paper*; nothing more, nothing less.

What is (are) *news*? (The "are" is injected to satisfy the word-jugglers.)

News is not what some individual or institution wants the other fellow to read in order to profit by it, in any way. That's *advertising* (if legitimate).

News is *current information*, worthwhile, useful and really interesting; which the *reader* has not yet learned, or about which he can use or enjoy more information. *News gives*. *Advertising seeks*.

A *READER*? Commonly, the sum of the publisher's and editor's suppositions, according to

the experience, education and understanding of the newspaperman. Readers cannot define themselves. Newspapermen often do the best they can, except those who are proud or busy recluses, have pet peeves and grind axes.

No newspaper can publish all that comes under the definition of *current news*. Selection and elimination must be exercised.

There is criticism.

This criticism is usually erroneous, being governed merely by the experience, education and understanding of the individual critic; some critics have, also, pet peeves and they grind axes.

When both sides in the controversy over the content of the newspapers realize these facts, we will begin to get somewhere with the problem.

AND also with the "free publicity graft." Then there will be less effort to make monkeys of the public, with the newspapermen as the zoo chambermaids.

Everything in the newspaper is publicity. Everything that comes gratis to the editor (shall we in-

clude the advertising department?) is not free graft publicity.

What's the line? Where is it? Who knows it?

A newspaper is a *NEWS-paper*. *News* is not what some individual or institution wants the other fellow to read in order to profit by it in some way, but, *news* is current worthwhile, useful and really interesting information which readers have not yet learned, or about which they can use or enjoy more information. *News gives*. *Advertising seeks*.

THIS test will work if applied with a grain of real courage, faith and the spirit of the everlasting commandment:

"Do unto others as you would have them do unto you"—

As I would have them do unto me when and while I am not fearful but constructive, not lazy but energetic, not worried about "competitors", but minding my own business, not trying to get all the business and glory but in a mood to do a useful and profitable service.

—JOHN L. MEYER.

Does it Really Involve Ethics or Is it Hamstringing Publisher:Printers?

*Oklahoma Reader Asks YOU About the Question
of Taking or Leaving Out-of-Town Advertising*

IS THERE always a question of "ethics" when it comes to deciding just what advertising a newspaper should take and what it should refuse?

There is one phase that many country newspapers have to face, *whether or not they should take "out-of-town" advertising*, business from the stores in the nearby big town. I run a paper in a town of 3500, sixteen miles away from a city of 40,000.

Most newspaper men are bluffed by the stall of the home-town merchants that the newspaper man should have "town pride" and should *protect* the small-town merchant.

Often the small-town merchants realize that it is a question of bread, butter and business. More often than not they trust in his fear and his town pride to have him refuse the city advertising.

Is this fair, on their part? Of course not, but *what are you going to do in these circumstances?*

WHAT will your home-town merchant do about selling a man from the nearby big city? *He* does not ask any questions, *he* sells whoever and whenever he can.

Then why should he penalize the home town newspaper and hamstring



JIM BIGGERSTAFF

*Publisher and Editor, Wagoner (Okla.)
Record-Democrat*

(Author of this Open Letter)

him with the ethics of "home pride?" I have always taken the position that a newspaper man has wares to sell in the form of space in his paper, and that if the home merchant does not buy it he is justified in selling it elsewhere, provided the advertiser is within the law in his advertising.

When the panic set in, in 1920, many of this town's merchants decided that economy demanded that they cease advertising and did stop.

It was true then and unfortunately is now, that many of the merchants are non-progressive, probably because they have grown up from the frontier.

Faced with this problem I had two alternatives—one to cut down the size and quality of my paper and subsist on what I could get; the other, to create some business elsewhere.

I chose the latter, and worked up in the nearby city a paying advertising patronage that has remained with me and enabled me to weather the storm.

It has "pepped up" but little the home town men. At first a few threatened me with dire results, but these terrible things have not happened, and I have maintained my advertising rates throughout. The whole fear is a bugaboo.



HOME OF THE GRANDVIEW (WASH.) HERALD

This "Country" Newspaper-Printing plant, the Business Success Back of it, and its Owner, Form the Substance of the Unusual "Experience Story" Presented Herewith

Fine Printing From a Neat Newspaper Home, Succeeds

Every Angle of Community Publisher's Opportunities Touched With Quality

By NORTON JAMES

WHY did you put up a new building of your own, when you were renting a good newspaper printing home at a low price, and what particular method, or methods, have you used in reaching the obviously well-earned name of being one of the most successful small town newspaper publishers and job printers in your section of America?

Chapin D. Foster, editor and publisher of the Grandview (Wash.) Herald, replied to these and other direct questions—because he said he might be able to contribute from his experiences in the measure which he has profited by reading those of contemporaries in "NPJ"—on a two-color, embossed, very attractive letterhead, frankly describing his ideals and experiences.

He lives and works in a pretty town of not quite 1,500, and in a county (the famous Yakima fruit country) of about 70,000 population. He has almost as many readers as there are persons in his town. His job department is always active at a good speed, and his job work is noted far and wide for its good taste and beauty. He is a former city newspaperman of only editorial experience who has succeeded in realizing the ambition to become a country publisher and printer.

"The country newspaper", he stated, "is as valuable to its community as any other institution in the community.

"But, unless the publisher is convinced of this, it is hard to convince anyone else of the fact.

"In line with this, I have felt that the community newspaper should be housed in a home in keeping with the publisher's opinion of his business value to his community.

"We believe that we have brought this about, but it has been done in no spectacular way, but by constantly plugging away toward the goal—turning out a good product, selling it and collecting the money. We are not ashamed to advertise. In plugging away I was supported by confidence in our profession, and our community, and adherence to principles.

*Associations Mean Much
Profit and Pleasure to Him*

MR. FOSTER, has missed no publishers' association meeting of sectional and state scope, within distance, for more than 12 years. He has held the highest offices in his associations.

"I have never attended such a meeting," he said, "that did not more than justify the expense—an item not to be overlooked in this section of 'magnificent distances'. The many, many ideas gained there, and in such publications as "NPJ", we have endeavored to use, by thinking them over and acting on the inspirations.

"The editor measuring up to his calling must give as much thought to the inspirational as to the 'practical' side. The former teaches good mechanics, accounting, etc.; the latter develops

leadership, if there is any there to develop."

*Must Know Mechanical
Side, "Front to Back Door"*

AFTER some years of reportorial work in Minneapolis and Tacoma, Mr. Foster took hold of the Herald in 1910. "I expected to let the mechanical side alone," he recalls, "but that notion soon had to be dropped into the hell-box. I learned all I could absorb about 'the other side'. When we reached the composing machine stage, I learned that, and it has been of great value. It is well to be able to do anything well in the plant from front door to back door."

The Herald is always out on time, has been for 13 years. Except in rare cases of difficulty, night work is never found necessary. At first, there was much of it. The change came when it was realized that a job must go out on time, as promised, whether a newspaper or a printing order.

*Value of Paint and Clean-Up
To Enterprise of Newspapers*

BEFORE the recent day of the new building, Mr. Foster "discovered that paint is a good investment; all the wood in the plant was painted gray."

"A lot of papers would have less trouble selling themselves to their communities if they would clean up and sell themselves to themselves. A dirty office is no more necessary than a dirty home."

An architect was hired to plan the new building and "saved us enough in one way or another to more than pay for his services."

The front office was, first of all, made large enough "to convince the stranger or home client that we have a real institution; I find a private office a necessity."



CHAPIN D. FOSTER
Publisher, Grandview (Wash.) Herald

Printing is the Inseparable Companion of Achievement

Established in 1900

The Grandview Herald

Printing, Publishing
and Office Supplies



CHAPIN D. FOSTER
Editor and Publisher

Grandview, Washington

A Letterhead That Has Created National Attention; It is Used in Two and Three Colors, and Sometimes with a Complete 4-Side Border Design

CHAPIN D. FOSTER: "THE COMMUNITY NEWS-PAPER should be housed in a home in keeping with the Publishers' opinion of his business value to the community."

Unless the publisher "hasn't it in him", association meetings and work always pay big.

Know the plant from front door to back door. Be out on time. Night work is not a necessity.

Paint is a good investment; the plant must convince the visitor that it houses a real institution.

A few complete series of type, not a lot of incompletes, save money. Standing type has its dangers.

Small-form electric caster solves the mat problem.

"Side-lines" may take too much from the main work. Office supplies can be sold from catalogs. Buy paper from one house.

HAVE ALL SUBSCRIPTIONS EXPIRE AT ONE TIME OF THE YEAR.
Don't be the "town George". Read trade papers and other magazines. ADVERTISE!

Good Printing Samples Make it Easy to Wait

COMING into the office, one sees a partition 5½ feet high, of paneled veneer, filled with samples of *Herald* printing, neatly arranged and spiced with mottoes from trade magazines. Visitors stop to read them. Some who occasionally must wait to see the boss, invariably are found reading them—and imbibing the classy printing samples.

In Grandview all buildings are set at least two feet back from the sidewalk line. Business houses fill this in with concrete. The *Herald* has flower beds there. Venetian blinds, not awnings, are used.

The arrangement of the mechanical plant expresses the result of a good deal of study for several years. Minimum of footwork was the desired goal.

All type is in complete series. Mr. Foster believes that "a few complete series of type is worth more than a big collection of faces and not much of any one of them; and it saves money."

He adds: "The habit of keeping type standing is a dangerous one to cultivate.

"We will keep a form involving a good deal of Linotype composition standing if it is to be used frequently, but we have found that this custom certainly does not pay with small work such as letterheads, etc. I have gone into offices where many fonts of valuable type was standing around in small jobs.

Casting Box Proposition Solved by a Compromise

MAT-CASTING is still a mooted question in the small office. We have tried a full service and are willing to grant that it has its merits in a town large enough to support it, but our own experience leads us to believe that a 1500-town is not large enough. Unless the office has someone with little to do, the casting for the few mats used each week takes too long.

"We have compromised in this way. We use the Western Union plate service (advertising). Supplementing this we have an quarter-page electric caster for foreign ads that come in mat form. We find that we have been able to cast any sized mat with this. The times when it is too small to cast the whole mat are very rare and when necessary, two or three casts beat having money tied up in a large casting box. We have a five-column casting box which we do not use at all. The electric caster uses Linotype metal, is kept close to the machine and is less trouble than anything we have had. The metal is always hot and the time consumed the minimum. We formerly used a lot of good time casting and got a wonderful jolt when we kept time on this work and balanced the time with the returns.

"We were one of the first in the state to adopt the Porte system and have found it one of the biggest things that has come into the field for the benefit of the small-town publisher.

Sidelines for Publishers in Small Places? Yes, and No!

BEING located in a fruit growing district, we have worked up quite a rubber stamp business. We have found so far that the installation of a stamp making machine still offers a fairly good-sized question mark. By getting quick service on stamps and keeping on hand the usual varieties needed, which we buy in quantities about as low as they can be made for in our shop, I believe our margin of profit is as large or larger than if we made the stamps, and the grief much less. Stamps are promised for a certain time. If that time caught us with a good printing order, we would lose money on both jobs keeping our promise.

"That is one danger with sidelines, that they will take too much time from the main line of work, which is the publication of a good newspaper and the production of good job printing.

"While we have the space available for office supplies in our front office, we are going slow in this department, carrying a small line of articles we have call for, and using the catalogs. The traveling salesmen don't carry any stocks with them and we find that in very few instances an emergency exists which calls for an article which might not be used in two days. If the emergency does exist a telegram will bring the desired article the following morning. The volume of sales in a town of 1500 is rather small in this department and a stock at all complete represents a good deal of money. We do quite a volume of this kind of business, but do it without any capital investment.

"Soon after I entered the country newspaper field an old paper salesman suggested that I should size up all the houses and then do the bulk of my buying from one concern, whether that concern be his or another one. In time I followed his advice, though I did not select his house, and have found it a good policy. We haven't had a disagreement in all the years I have followed this plan and I have received services frequently, far outside the paper business. This plan puts a man in a position to ask for and receive co-operation that is worth a great deal at times.

All Subscriptions Come Due At Same Period of Year

ONE change we have made in the circulation end, in line with other step-savers, is making all subscriptions expire at one time in the year. In our case we chose the first of the year. The further we go with this plan the better we like it. Subscriptions are only taken for part of a year, or until the first of the year. Subscribers seem to like the plan as well as we do.

"Our magazine subscription expense is probably above the average. We get half a dozen magazines connected with our own profession and find these of great value, both from the practical and inspirational side. Most publishers take

String of Community Weeklies Goes Big in City Job Plant

By ELTON JOHNSON

Managing Editor, Topics Weeklies, The York Press, Toronto, Canada



MR. JOHNSON AT HIS DESK, WHERE A WHOLE STRING OF COMMUNITY WEEKLIES AND A TRADE PAPER ARE CONTINUOUSLY IN THE MAKING

WEEKLY community papers, that are delivered gratis to the residents of a particular residential district, have become unique publishing media in many of the larger cities of the United States and Canada.

These papers are often handled by a job printing plant either as a printing job, or a "side-line;" but also, in a growing number of instances, as one of the most important and profitable *departments* of such plants.

One of the best-developed publishing houses of the latter kind is the York Press, Toronto, Canada, owned and operated by the E. M. Wilcox Company, Ltd. This job printing plant and publishing house issues three complete community papers every week in three separate districts in Toronto. This end of the business has grown gradually. The owner of the company, Mr. Wilcox, had been a newspaper man for some time after graduation from the University of Toronto. When he later started a job printing plant, he retained his interest in the newspaper and magazine business and published several class and trade magazines which covered important fields.

IT was not until the winter of 1921 that Mr. Wilcox invaded the community newspaper field. The idea was almost brand new at that time, although one weekly newspaper was published for the residents of the eastern section of Toronto. Mr. Wilcox was a resident of Rosedale, one of the wealthy residential sections of Toronto and he conceived the idea of putting out a weekly newspaper dealing with the everyday life of this community. He brought in a trained newspaper editor to handle the news columns and began.

The idea was an immediate success. The residents began to look for their own paper every Thursday in the mail box. Retail stores, theatres, etc., accepted it as a splendid advertising medium, and the paper was a financial success from the first.

Three months later, a second paper was started in another wealthy residential neighborhood, immediately adjoining the Rosedale section. Paper after paper was added to the string, until six newspapers were serving six distinct localities of the one city.

It was found later that of these newspapers two had been established in districts where not enough local trade was

done to warrant their publication. These two were accordingly dropped until such a time that these districts grew as merchandising centers. Then came the amalgamation of the first two papers into one large eight-page paper, known as *Hill-Rosedale Topics*.

Other printing houses throughout the city have followed this firm's example and now almost every district of any size in Toronto has its own community newspaper. No other firm, however, publishes more than one.

THE success of such a weekly newspaper depends almost entirely on the quality and type of the news. In the first place, the stock used is not newsprint but a light coated paper which reproduces half-tones admirably. The whole paper must be given an air of distinction and quality it has been found, to counteract the general impression of a "free newspaper." Here is where the average job printer would probably fall down, unless he were warned. A cheap looking newspaper means a low rate for advertising and indifference on the part of those to whom it goes without charge.

The men placed in charge of the editorial department must be well-paid, experienced newspaper men. The editor must know how to make up the paper attractively and to choose news of the greatest community interest.

Some men have tried to start a paper of this kind by attempting to sell the



SNAPSHOT OF JOB COMPOSING ROOM OF THE YORK PRESS, TORONTO, WHICH IS DESCRIBED IN THE BLUE PRINT ON PAGE 18



It Will Profit You to Absorb the Many Ideas, Methods and Warnings in This Experience Story



advertising, get and write the news and make the paper up themselves. Such a method has seldom been a success. True, it lowers overhead costs, but it results in a product which will not last. In the first place, a man who can solicit advertising is rarely a good editorial newspaper man. In the second place, there is too close a connection between the news and advertising departments and the news column are liable to be filled with free reading matter about the advertisers. The managing editor must be given complete charge of the news columns.

The front page must contain no advertising of any kind and no free reading matter should be allowed anywhere in the paper.

In this string of papers in Toronto, a very high rate is charged for "reading notices," and the practice has always been discouraged. The advertisers as a result have learned to content themselves with display spaces. They have been glad to do this when it was pointed out that the whole reason for the success of the newspapers has been the interest aroused by the genuine community news which fills each issue.

HOW is the news secured? In the busy season, there is one reporter for each two newspapers, with a managing editor in charge of all. Each reporter knows his two districts intimately. He is provided with a list of news sources which include ministers, school principals, heads of sport clubs, presidents of business men's associations, etc. He phones those on the list once a week.

The four daily newspapers of the city are clipped carefully. Nothing is used which has appeared in the dailies, but the clipped matter suggests a different handling or a new angle to the subject, with the community point of view. For example, the daily may state in a brief item that Parkdale Presbyterian Church held its annual picnic to Centre Island. That is all the space that the big newspaper can afford to give this. But the reporter who handles the "Parkdale" district gets in touch with the church secretary and secures a complete story, with a list of the prize winners, etc. This makes interesting reading for the community where everybody knows almost everybody else.

Some magazine feature material is used, especially prepared for these

EDITORIAL

Common Council of Newspaper Chiefs of America, is Needed Today

By JOHN L. MEYER

IT IS not necessary that one scout about the country, as the editor of a journal like "NPJ" does, to arrive at the solid conviction that newspaper publishers all have essentially the same basic problems to solve, whether in Maine or California, New Orleans or Duluth, in William's town or at Charley's corners.

At every press association meeting the questions and answers, the speeches and the round-tables show a healthy endeavor to solve problems of shop efficiency, ad-promotion, circulation development, business office methods, policy, accuracy—*newspaper printing success in good service.*

WITH the discussions of these topics and their details, one hears strong evidence of a rapidly growing realization of the peculiar relation of the newspaper institution, and all of its departments, to the public—and the problems and responsibilities so originating.

The purely newspaper topics urgently invite, and the last-named subject insistently demands a common council of the newspaper publishers of America.

Other industries have sensed things of this kind, and acted on them. They have not the peculiar problems of the newspaper publisher; far from it. They saw the need sooner, earlier. They therefore found it less difficult to meet that need.

A NATIONAL council of regional publishers' associations has been proposed. Preparations are being made to bring the proposition to a head early next summer; we hear of a meeting which will take up the subject, at West Baden, Ind., June 21. Good!

The principal associations of the United States, which may be defined as strong regional associations (not to mention the fine state and other organizations), are the Inland of the central states, the Southern, the New England, the Northwest, and the Pacific-Northwest.

A form of council of these associations alone would start a ball to rolling which would have the momentum and prestige to accumulate the heart and meat of a national newspaper council. Additions could be mentioned which would provide the rounding out of a great body, a strong structure, a live and successful enterprise of sufficient scope and co-ordination.

EVEN today, some members of these organizations attend more than one of the various conventions. These men, situated so fortunately, have begun to realize that the project of a national council offers tremendous possibilities—and that the need exists, is becoming greater very fast.

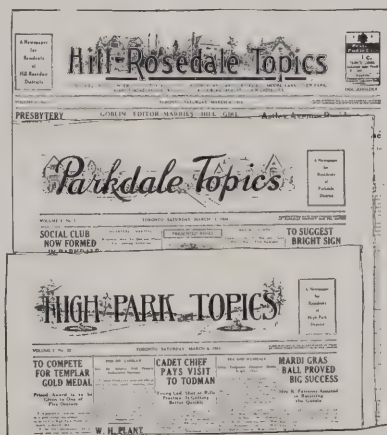
They can see, perhaps yet dimly, that the newspaper publishers of America MUST have a council, a clearing house, unity of action in matters of common interest and standardization. They see that newspaper publishers MUST get on a more secure and definite business and professional foundation as a national entity and secure (for and of themselves) at least as much co-operation and co-ordination as other lines of business and professional service already have. They have discovered that the public interest demands that the newspapers, collectively, become a virile business and professional organization.

papers. Included are fashion talks, book reviews, articles on home building and interior decoration. This material

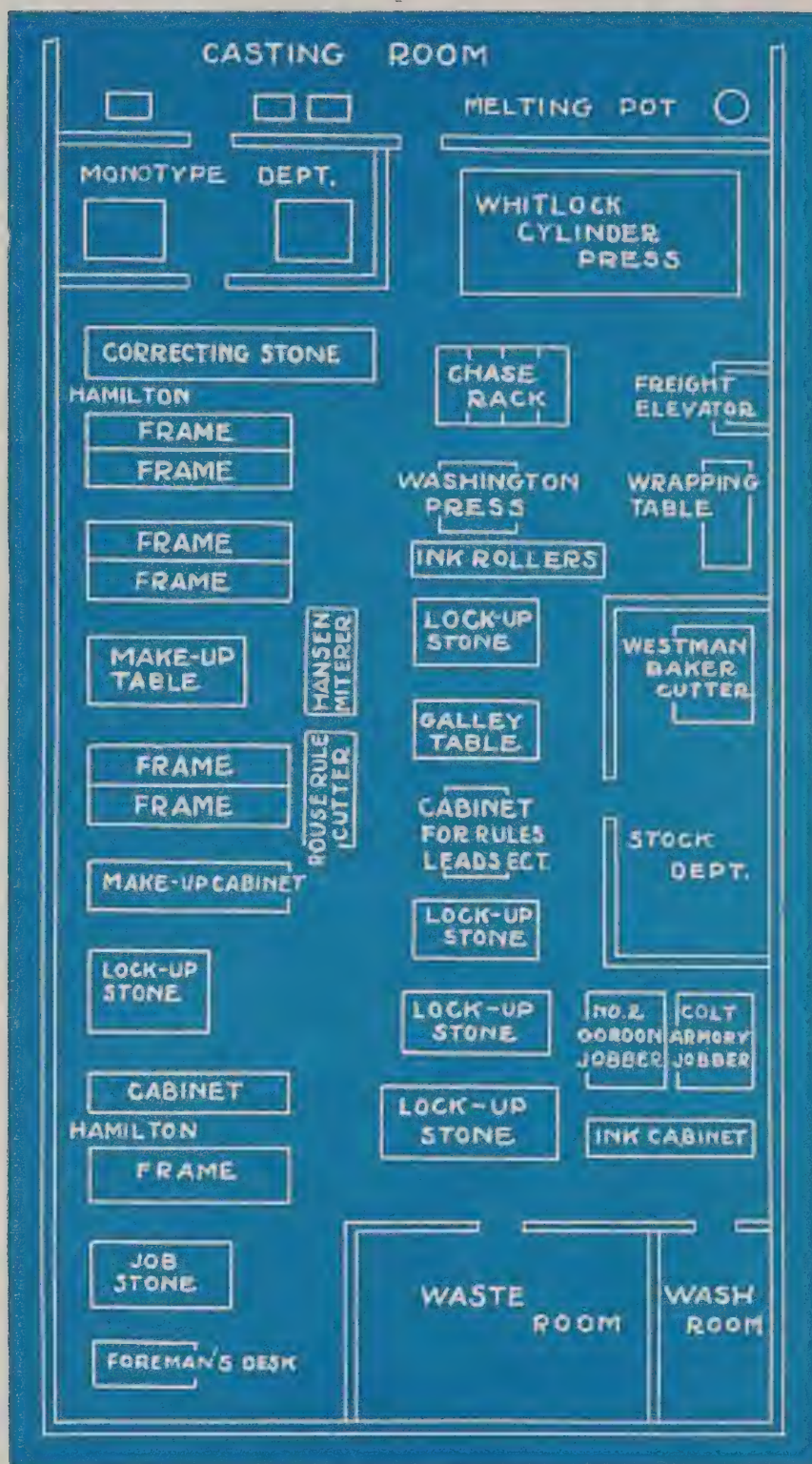
generally can be cast more than once and used in all the string of papers. It is advisable to have the magazine feature material of local interest. For example on the Home-Lovers' Page, the design and interior decoration of actual homes in the district are described.

News of the churches of every denomination must be printed without discrimination. The papers cannot take any political side, and no editorial column whatever is used.

IF there is a strong business men's association in the district, it is folly to start a paper of this nature without its co-operation. In one slight sense, the paper becomes the mouthpiece of the business men's association, but here again the relationship must be kept open. The business men can not dictate the policy. The editor, however, co-operates with these associations in every district. (TURN THE PAGE)



SPECIMEN HEADINGS OF THE TOPICS WEEKLIES



SHOP LAYOUT OF THE YORK PRESS, TORONTO, A JOB OFFICE PUBLISHING A STRING OF BIG, PROFITABLE COMMUNITY WEEKLIES

These Toronto community papers are linked together, all having the name *Topics*, preceded by the name of the district. For example, there is the *Parkdale Topics*, *High Park Topics*, *Hill-Rosedale Topics*.

In the case of two of these papers, only merchants whose shops are in the

districts advertise. These two papers therefore boost the slogan, *Buy in Your Own District*. As a general rule, this is the safest plan to follow in starting a community newspaper. In the largest of all the papers, however, *Hill-Rosedale Topics*, the district served is extensive and comprises the wealthiest resi-

dential areas, and down-town merchants are glad to advertise to these residents. All news is community news, but the advertising columns are wide open to everyone.

The average rate per agate line secured for these papers is *ten cents a line*. For small ads of one insertion only, a slightly higher rate is charged. For long term space contracts, the cost is brought down to 7 or 8 cents a line. Each of the papers has a circulation of around 5,500.

THE job in the plant is not difficult.

The papers are run on a straight schedule. One Monotype operator works three days a week setting the news and some of the type for advertisements. An average of four compositors is required to set the ads and make up the pages. It is comparatively easy to train compositors in newspaper make-up, and it is of little advantage to secure experienced men from the composing rooms of daily newspapers.

Starting Tuesday noon, the press runs continually, in the day time. A form is always ready when a run is over. The papers vary in size each week, Hill-Rosedale, for example, being 6, 8 or 10 pages weekly, depending on the amount of advertising secured. As each paper is printed, it is rushed to the post office, or given to the corps of distributors. All papers are in the homes by Friday noon of each week. This is to help the advertisers with their Saturday business.

The advertising end is handled by a business manager, who looks after both the newspapers and the job printing business. These papers help to develop a lot of job business. One advertising solicitor is employed for each paper. He works on a drawing account and commission. The rest of the staff, book-keeper, stenographer, etc., etc., work part of the time for the newspapers and then for the actual job printing business.

In addition to the advertising salesmen for the papers, there are of course printing salesmen. Co-operation between these two groups of salesmen produces often unexpected results—the advertising men frequently finding real prospects for printing orders, and vice versa.

THIS weekly community newspaper idea is only a few years old, but it has been spreading rapidly. I believe that it is essentially a task for the job printing plant. It seems to be best to start with one newspaper in a busy district where there is no competition and to increase the number of papers handled, gradually. There is no limit to the number of papers handled, provided that each paper serves a distinct and prosperous retail and residential district and that the editorial end is allowed to grow with each one or two papers added.

(EDITOR'S NOTE: The York Press recently started a radio merchandising trade journal, and it is proving successful.)

When the *Herald* completed its new plant, it issued a small folder with cover,



edly. It winds up with the names of all those who have been employed there during the paper's history.

"Ask Dad Mickel" —He KNOWS!

His Installation as a "Master Printer-Journalist" in "NPJ Hall of Fame"

By JOHN L. MEYER

WE WILL now come to order and initiate as a Master Printer-Journalist,—as a member of the "NPJ" Hall of Fame, which seeks to pay a happy tribute to leaders in organized effort for promoting the interests of publisher-printers of this Continent—one whose name in the family Bible is EDWARD PRESTON MICKEL, but who always has been called "Dad" Mickel because he is giving his life in a fatherly way to teaching the printer-man to get what rightfully belongs to him, and is succeeding. He is secretary of the Nashville (Tenn.) Printers' Club, and secretary-treasurer of the South-eastern Master Printers' Federation. He founded the South-eastern School of Printing. Since 1871, he has covered every field of printing and journalism, including many sections of the Continent as well as every department of the profession and industry.

WHAT SHALL IT PROFIT YOU? is the brand-name of the self-starter which "Dad" Mickel has been using and giving to others. He used the line as the title of a book which is having wide circulation, being writings from his experience in making and selling printing, any and all kinds of printing. It's 140 pages, 4½x7, just right for the pocket. I delight in an autograph copy in flexible leather, gilt top and gold-stamped. I wish that every publisher-printer could read it. The Nashville Printers' Club is the publisher. In some cases organizations have taken at once enough copies to go around their memberships.

THIS story is intended to pay a tribute to "Dad" Mickel, the printer-journalist, rather than to a book, his book. Being his experience-in-print, the volume is a part of his life story. And, it serves as a kind of "commencement essay" in this initiation.

A. D. Brown took on Mickel as an apprentice in 1871, at the Burlington (Kans.) *Patriot*. His first journeyman's job was with the Neosha Falls (Kans.) *Post*. In the '70s, that was almost over the line where the sun went down. Yet in 1877, he landed via the covered wagon route, in Brownwood, Tex., with the *Banner*. He later bought it, meanwhile being married and having two sons while in Texas. In 1882, after several ownerships of newspaper:printing plants in Waco and other Texas cities, Mickel landed in St. Louis with the Great Western Printing Co., and then with the James Hogan Printing Co.; then in Denver, as foreman of the *Tribune* job room; then in Cheyenne, in the *Sun* job room; Ralwins, Wyo., at the *Tribune*—and back to Texas, the Brownwood *Daily Bee*, the Temple *Daily Bee* and *Dixie Land*.

In 1887, Mickel was to be found at Lincoln with the *Nebraska State Journal*, later forming the Fassett-Mickel Printing Co. In 1896 he became manager of the Hull Printing Co., at El Paso, and for a time also managed the

city of Mexico house of this firm. There was another sojourn in Lincoln, as business manager of the *Star*, followed by activities in the City of Mexico, San Antonio, Tex., and Boston, Mass. Since 1911 he has been in Nashville.

AFTER all that, what can "Dad" tell us about ourselves? A great deal of significance is contained in one of his opening sentences in "*What Shall It Profit You?*" He says: "I fear that some of us now could give about as clear a definition of profit as my grandson's definition of a virgin." He had been telling the lad, named Joy, and his little brother Jerry, all about Jersey cows. Their mother, at bedtime, followed with the Bible story of the foolish virgins. The aforesaid grandson after a while found sleep impossible. Too many questions left unanswered. Finally:

"Jerry."

"Let me sleep, Joy, go to sleep."

"But, what did grandpa say a virgin was?"

"Why, don't you know? A virgin is a cow without any horns."

"Dad" remarks that "it has seemed that many printers have an idea that profit is something that has horns. At any rate they fail to get the profit that rightfully belongs to every business enterprise."



EDWARD PRESTON MICKEL

*A Notable Among Printer-Publishers
of the American Continent*

Other chapters are: "Sales Efficiency;" "Keeping Printing Orders in Your Own Town;" "Changing a Solicitor Into a Salesman," and kindred titles.

A comprehensive sentence, at the close of the book! "A piece of business in a printing factory is never completed until it is finished, delivered, and the money for it is in the till."

"We must," he insists at another point, "take the initiative in disposing of the product of our factory instead of waiting for people to discover that they must have it, and bring in the order—asking that we interpret what they want, and then 'estimate' for the privilege of doing their printing." This in Mickel's opinion amounts to "the position of beggars in the market place, instead of merchants."

ONE is inclined to agree without question to "Dad's" proposition that the time when one really learns the printing:publishing business is upon investing money in it, and even more so when going into debt for an interest which can be paid for only out of that self-same business. He remarks that such an experience, when he once bought an 100,000 interest on tick, made him forget even his competitors.

"I notice this," he says at one place, discussing "Keeping Printing at Home,"

"that the progressive printer with brains, with broad ideas, and a broader vision, is not the one who is complaining and raising the question * * * he gets work for his factory, not by any protection or defense, but for the reason that he knows how to get it, when to get it, and where to get it."

To which we add: "And ACTS on his knowledge."

I have not yielded to the temptation to try my best for a brilliant word picture of "Dad" Mickel, who is everywhere accepted as a foremost figure in American publishing and printing, particularly in the much-needed educational and organization effort. It does not seem meet to try that. Indeed, my story is probably too brief. Yet, at least, we cannot be charged with "trying to paint

the lily." It appears appropriate to add this sentence from "My Grandfather's Boy," which "Dad" Mickel's son wrote of him:

"What he intends doing the remainder of his life, is to urge and teach the long suffering, round-shouldered printer-man to get what rightly belongs to him. He wants them to profit by his 45 years of experience." *Let this be done!*

No Income-Tax-Day Scramble at Eugene (Ore.) Register

This Data and All Needed Figure-Facts on Tap Every Day, Including Dec. 31

By A. M. BURROUGHS

Burroughs Adding Machine Co.

IN SPITE of the volumes that have been written and the reams that have been spoken, the compilation of the *Income Tax Return* remains the most vexing "job" of the year for most printers and publishers.

That is primarily due, say income tax officials, to lack of an adequate bookkeeping system. How many printers or publishers do not use such a system because they believe that a complete system of bookkeeping is practical only for large businesses, and is beyond the real needs of the average printer or publisher?

Now bookkeeping, in spite of its somewhat bewildering terminology, is nothing but keeping in permanent form the records of all transactions of a business; of all details of revenue and expense in a business. And to every business—printing and publishing as well as merchandising and manufacturing—no matter what its nature or size, *bookkeeping is now just as necessary as sales.*

This is a fact known to every credit man, accountant, auditor, income tax official and referee in bankruptcy. The majority of failures today are directly traceable to lack of a bookkeeping sys-

tem adequate and accurate enough to enable the business man to keep track of his business.

If more printers and publishers understood these things, that adequate, accurate figure facts are vital to the growth and success of their business and make a business yield more profit, more printers and publishers would use an adequate accurate system of bookkeeping. The result would be fewer failures, and more net profits, not to mention a permanent end of the troubles of income tax time.

MANY printers and publishers *do* understand these things. A good example of such a one is the Register Publishing Company, publishers of the *Eugene Register*, Eugene, Ore. The company's experience in robbing income tax time of its terrors by the use of a simple bookkeeping system is of interest to every printer or publisher.

Before its present bookkeeping system was installed, the Register Publishing Company found income tax time every year the same—a scramble for all the records and figure facts needed to make up the statement of revenues and expenses for the year, and a weary siege of work as the business manager and



FRANK JENKINS

*Editor Eugene (Ore.) Register
(Morning Except Mondays; Circulation
5,000 Daily and 5,500 on Sundays)*



bookkeeper dug out from a dozen or more different books of record the figures—then assembled, segregated, classified, totalled and proved them. And often the figures were as badly mixed up as pied agate.

But one day the business manager read in a government pamphlet that the trouble at income tax time could be avoided by the use of a simple bookkeeping system. After a good deal of investigation, the manager put in the simplest, most efficient and most economical system he could find. And now when income tax time rolls around there is no trouble. The bookkeeper gets out the *Income Tax Return* in surprisingly short time. This is the way she does it:

She draws over to her desk a neat file of ledger sheets, all sorted, arranged, correctly classified and balanced, and begins making up the annual Profit and Loss Statement. All the required figures she needs are in those ledger sheets—assembled, segregated, classified and totalled for the year. *She merely copies off the totals.*

Take, for example, the matter of revenues. Instead of going back through a number of books and totalling up, month by month, the figures on display

(TURN TO PAGE 23)

(Note Specimens Pages 22 and 23)



"THE MOST VEXING JOB" OF THE YEAR FOR MANY PRINTER:PUBLISHERS

[illegible]

A FIGURE-AND-FACT PICTURE OF BUSINESS READY EVERY 24 HOURS

THIS is a reproduction of the Daily Abstract, or Daily Distribution Sheet, used by the Register Publishing Company of Eugene, Ore. It is the essential feature of the simple accounting system that has done away with the scramble of work at income tax time. The bookkeeper first posts to this sheet the essential figures of each day's business then transfers those figures to their proper ledgers. The outstanding feature of the system is that, as the figures are transferred, the accounts are then and there automatically balanced for the year to date. So, the last posting of the year balances an account for the year. Therefore, when the bookkeeper begins to work on the annual profit and loss statement, from which the Income Tax Return is drawn up, every account is totalled, balanced and proved—she does nothing but copy off totals. In the lower right hand corner of the report each day is a splendid picture of the day's business (although the cut shows hypothetical figures, solely for the sake of illustration.)

Income-Tax-Days are Easier

(CONTINUED FROM PAGE 21)

advertising, classified advertising, job printing, circulation revenue, in order to arrive at the total figures on revenues for the year, she turns to the ledger sheets and from one gets the year's total of display, from another the classified, from a third the job printing and a fourth the circulation revenue. She doesn't do any adding, she just copies.

Likewise with expenses and costs. For each item of expense and for each of the many cost accounts there is a separate ledger sheet. Each sheet is totalled for the year; and again obtaining the total figures on expenses and cost is merely a matter of copying.

She makes up the annual Profit and Loss Statement in about an hour. That done, the work of making up the Income Tax Return is practically over. For all the figures she needs on the annual Profit and Loss Statement, the rest is nothing but computations and copying.

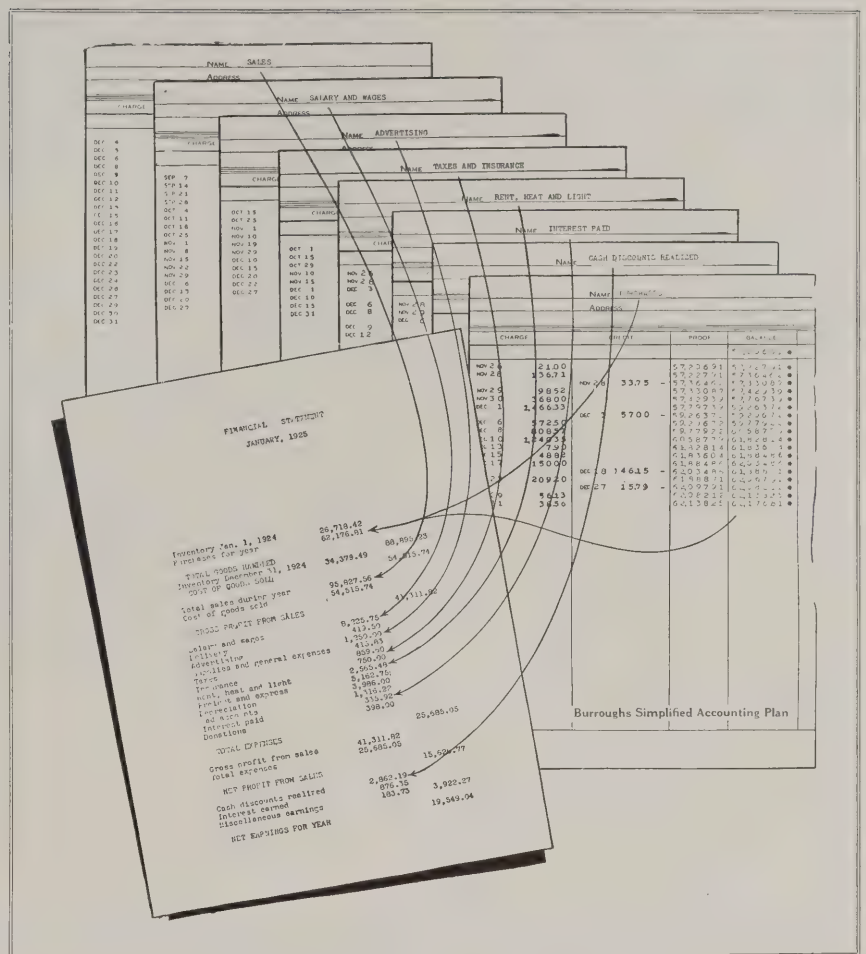
A BRIEF account of the salient features of the simple bookkeeping system used by the Register Publishing Company will help every printer and publisher, especially those who have job departments as well as newspapers, as almost all of them do.

The nub of the system is a daily report, called the Daily Distribution Sheet, which the bookkeeper makes up in the morning and which includes the figures of every transaction of the previous day. The Daily Distribution Sheet is a complete record of everything that happened to the business; every penny of revenue that came in is shown on it, and every penny that went out.

As that daily report includes the figures of every transaction, it includes, then, everything the bookkeeper needs in order to keep her books up to date. So after she makes up the Daily Distribution Sheet she transfers the figures on it to their proper accounts. And the outstanding feature of the system is that as the figures are transferred, (or posted, to use the bookkeeping term,) the accounts to which they are posted are automatically balanced for the year to date. Figure facts for any day, week or month are always ready—with comparative figure facts, as desired. The last balance on the ledger sheet is the total for any and every account, revenue, cost and expense, of the business on that date, which may be the last day of the year or any other day or period.

So, when the end of the year comes, the last posting to each account brings the account up to date; balances it, in other words, for the year. No addition or subtraction is necessary to complete the account. It is completed, and the balance as of December 31 is the balance for the year.

The work of assembling, segregating, classifying, totalling and balancing, in-



A FINANCIAL STATEMENT "AT ONE STROKE"

This Cut, Although not Made from a Newspaper's Record, Illustrates the Explanation in the Accompanying Article of the Assembling of Figure-Facts for Tax Report (Cuts by Courtesy of Burroughs Adding Machine Co.)

stead of being done in one hectic session of figuring, around the first of the year, is done in a few minutes each day throughout the year, with progressive totals carried forward daily. And that is why income tax time no longer bothers the office force of the Register Publishing Company.

The Army of Press Agents

ROY L. MCCARDELL, *Saturday Evening Post*: "When the vast army of press agents and publicity bureaus bombarding the individual dailies and chain-system newspapers is considered, the question arises whether the salaries and expenses of this multitude of publicity protagonists, boring from within and without all over the country, does not exceed the entire cost of getting out all the newspapers in the United States. The number, the influence, the power, the output of these press agents and publicity bureaus is astonishing."

ASIDE from the big advantage of doing away with all the scramble at income tax time, this bookkeeping system performs another highly important function.

It furnishes, every day, the same sort of figures the government demands once a year—the figures on revenues and expenses that enable the business manager to determine whether the company is making or losing money, and where it is heading in. By reference to those figures it is easy to discover whether the profitable ratio of expense to revenue is being maintained, whether any department is failing to produce its quota of revenue, whether costs are being kept down to the right figure and whether any mistakes are being made.

Without those figures the Register Publishing Company would be operating on guesses, would be merely feeling its way, so to speak. With such a control it is easy to make the business yield a satisfactory net profit.

NOTE:—Space has not permitted a full description of all the details of this accounting system. But any reader of "NPJ" who wishes more information can get it by writing to the editor who will see that a pamphlet describing this system is mailed to him.

New Home Building Newspaper-Ad Job-Plan

PADUCAH (Ky.) SUN TELLS "NPJ" READERS HOW 'T WAS DONE

*An Interview With
E. J. PAXTON
President and Editor*

THERE isn't a publisher-printer, whatever the size of his newspaper and commercial job plant, or location, who cannot add to prestige, revenue and profit by giving a measure of real attention early in the springtime to home-building activities in his territory. He is assured success to the extent of the effort put in, more so than is the case with many other stunts which produce advertising lineage and job department volume. At the same time he is giving a real service to his community and practically every business house in it, and building a larger future business for himself.

Edwin J. Paxton, president of the Paducah (Ky.) *Evening Sun*, in a city of about 26,000, and a county of 40,000 population (circulation near the 10,000 mark, daily) last season put on a very unique and unusually complete Home Building Campaign. He cheerfully furnished "NPJ" with the details, from inception to successful conclusion of the project, for the benefit of his fellow readers of the "publishers and printers' experience-exchange" as "NPJ" has been named, over the States and Canada.

Mr. Paxton agrees that such a plan can be put on in any size community—village to metropolis, anywhere. A leading point is that straight thinking and persistent application will pretty surely overcome limitations which may appear to some publisher-printers in considering the adoption of such a plan, with regard to size of community, lack of appreciation by his business men, etc.

*Idea Grew From Ordinary
Real Estate Promotion Work*

MR. PAXTON explained the high-spots of his methods for "NPJ" as follows:

"For several years, in the building season we carried a double truck one time a week featuring plans for homes, with specifications and news of interest to



SUN'S MODEL HOME MADE THE TOWN TALK

Dealers Who Took Part Sold all Kinds of Furniture, Building Supplies, Services, Etc., and Were Well Satisfied, While the Sun Profited Greatly in Revenue and Prestige

prospective builders, and on these pages also carried considerable advertising of building trade firms.

"Finding the feature getting a little stale, last season we conceived the idea of building and furnishing a home and selling it when erected, after it had been thrown open to the public for a period for inspection.

"We called in an architect and outlined the plan to him and he seized upon it as a good idea at the outset. Then we called on the different material firms and contractors, outlining the plan, and it met with enthusiastic reception everywhere. We soon had thirty-five firms co-operating with us.

"The real estate man put in the lot, and took out his money when the house was sold; the brick firm put in the brick on the same basis; so did the brick

layers, the stucco contractors, the tinner, the roofer, the plumber, the hardware merchant, the lumber dealer, the heating engineer, the painter and so on.

"We advanced the general contractor 50% of his labor expenditures, around \$2,000. We got that money back when the house was sold.

"The architect drew the plans, asked for bids from each of the co-operating firms, saw that they were in line and then totalled the amounts to find what the house would cost. Each firm associated with us put in his estimate for his labor or materials at just the same figure he would if he was bidding on any ordinary house. The House was not built "at cost", nor was it sold to the highest bidder, as that would defeat our purpose: To give a practical demonstration of home building.

"The house was furnished, and advertised to be sold furnished or without the furniture.

"The site we chose is in one of the most desirable locations in the city. We at once placed a huge bill board on it and at night this was lighted. As the house progressed we placed a spot light across the street and threw this on the house at night also.

*Where The Sun Started to
Shine in Home-Building Plan*

NOW here is where we came in. Every participant had to take space on The Model Home pages each Saturday for 20 weeks. This was used to advertise the firms' businesses.

"We carried four pages, and on each page there was a design of a home with



EDWIN J. PAXTON
Chief of the Paducah Sun

specifications, articles of interest to prospective home owners, and similar items.

"Usually, each week we had a different view of the Model Home on one of the pages, with a story about it. All news stories carried the list of participants. The feature had a great appeal to the advertiser.

"For ten days before we started, we published a questionnaire with a news story of our plans, asking the readers to give their ideas of what sort of home they would like to see erected, what price, location and other details. When the first issue with the story and advertising came out, the way had been paved for considerable interest.

"Every week we had to add participants. Advertisers asked to be permitted to come in. The whole town talked about The Model Home and the firms not in with us were deluged with inquiries as to why. Participants landed new work as a result of their being "chosen" to help build the Model Home, to more than pay for their advertising.

"We sold close to 10,000 inches of extra advertising to these participants. To all advertisers outside of the retail merchants' association, the charge has been 50% above our usual rate. We never had a kick about the rate.

"We of course tried to give every good firm, especially the good advertisers, some feature of the house, to keep down any charges of discrimination and hard feeling, and one must be cautious about that. If one has four or five good furniture dealers, the paper must reserve something for each; and this is true of the retail merchants.

"We had dealers coming in with pictures only; jewelers who wanted to display their silver; and we were hard put to it to find something for everyone.

Dealers Sold Enough Goods to Pay for the Advertising

THE house was opened the first week after it had been completely furnished by local merchants, and our count showed that over 6,000 persons called during the ten days period it was open to inspection. News stories in our paper kept following the great interest shown.

"The picture dealer who displayed his pictures in the house sold every good one he had in it, and got more orders for frames than he could handle in a month. He also got several orders from persons with instructions to "come into my house, see what pictures I need and put them up".

"The furniture dealers sold duplicates of their displays, the dealer having the dining room furnishings selling his the very first day the Model Home was opened.

"The firm supplying the shades and draperies got wonderful results, and the firm having the rug concession sold some of the rugs off the floor of the Model Home.

YOU CAN USE THESE METHODS THIS SPRING

PADUCAH EVENING SUN, SATURDAY, MAY 24, 1936

PAGE FIVE

BEAUTY IS NOT EVERYTHING BUT IT CAN MAKE A HOME MUCH SWEETER

Simplicity and Friendliness Make The Charm of This House

Stunning and Quaintness Make It A Practical Home for You

There is a beauty about this house which is not in its architecture, but in its simplicity and friendliness. It is a home that is built for the family that wants a home that is both beautiful and practical. The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep.

Regulate The Sunshine On Your Porch

The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep.

BEAUTIFUL MANTEL CLOCKS

The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep.

High-Grade Wallpaper Red Spot Paint

The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep.

Lockwood PAINT AND GLASS CO.

The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep.

Kyanize

The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep.

Gilsons PAINT STORE

The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep.

The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep.

BE AS CAREFUL IN SELECTING YOUR CONTRACTOR

The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep.

For The GRADUATE

The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep.

General Contractor for Sun's Model Home

The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep.

GUS LOCKWOOD GENERAL CONTRACTOR

The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep.

LOCKWOOD & GASSER BRICK WORK

The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep.

E. D. Reynolds & Co.

The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep. The house is built on a lot that is 100 feet wide and 100 feet deep.

One of a Saturday's Four-Page Department Run for Twenty Weeks in the Paducah SUN; All Pages Were as Well Filled With Advertising; Job Work Came, Too

"The tile firm which built the tile mantles and two baths, got orders for seven baths and a breakfast room and kitchen done in tile. One order was for over \$700.

"The furnace man sold a duplicate furnace the first week of the opening, directly through to the furnace he put in the Model Home.

"The architect got an order from Texas for a duplication of the plans and specifications of the house, while one woman in New York City, who had heard about the home, sent for the plans and specifications and was so impressed that she said she would motor to Paducah in the summer to see the home.

"The lumber dealer who furnished the lumber and doors and floors was pleased with his results. He personally took quite a number of prospects through the house and got some good orders.

"The electrical firm told us they got more publicity and direct results from their participation than from anything they had ever done. They duplicated the dining room fixture for one homeowner the week after the house was closed.

"Every firm that participated in any way was very much pleased, and expressed a desire to co-operate with us again if we plan something similar.

(TURN THE PAGE)

A Resolution, Adopted

"RESOLVED, that the *Associated Business Papers, Inc.*, is in complete sympathy with resolutions adopted by the *Association of National Advertisers* and the *National Industrial Advertisers' Association*, condemning the economic waste growing out of the so-called "irregular advertising mediums", and pledges its hearty support in bringing about a more general understanding of the factors which make a publication worthy or unworthy of advertising patronage."

Paxton's House Plan Proves Big Success



(CONTINUED FROM PAGE 25)

"The *Sun* bought the house and put it on the market on the part-payment-down plan, with the balance distributed over twelve years.

"The house and lot sold for \$14,000. Appraisers for the Prudential Insurance Co., who have the loan concession, valued it at almost \$1000 more than that figure, showing that it is a good buy.

"The Model Home was erected on a block of ground every lot on which vacant when the foundation was laid. Today there are four homes on the block and the price of the other lots have gone up 50% in value.

"Obviously, a plant selling commercial printing gets all kinds of nice job work in connection with a plan like this."

Large Variety of "Copy" Easy to Get With this Plan

A NEAT booklet gotten out by the *Sun* during the campaign showed the following kinds of advertisers taking part in the model home plan:

Wiring and fixtures, electric stove, general contractor, wall paper, stone, brick, heating and tin work, painting,

plastering and stucco, plumbing and bath, paper hanging, lumber and mill work, shingles, tile, hardware, brick work, paint, household furniture, drap-

eries, linoleum, rugs, shades, talking machines, linen, coal, china, clocks, pictures and heat regulators; insurance, real estate, loans and other classes.



LIVING ROOM OF THE MODEL HOUSE

NOT merely a Picture of a Nicely Furnished Room, This Cut Shows the Method Used for Advertising the Wares and Furnishings of Participants in the Sun's Big Plan, to Those Visiting the House; Note the Neat Display Cards Placed Upon the Various Articles

Woman Country Publisher and Printer Started Out as a Reporter in a Big City

Watches for Experience-Articles and Has Adopted Ideas With Direct Results in Job, Circulation and News Work

THE following was frankly written as an appreciation for "NPJ", in preference to making a reply to a certain questionnaire for one of the national symposiums which appear in this magazine, by Mrs. Jeanette B. Barton, editor and manager of the Mercer (Pa.) *Dispatch and Republican*:



IN REPLY to your request: Compelled by circumstances to take over the management of a 2,000-circulation county seat weekly and a busy but not very profitable job plant, I have sometimes been appalled by the endless details.



MRS. BARTON

Have met and conquered the dragon of delinquent subscribers, raised advertising rates twice, get out a readable home-print newspaper with lots of "Old Mercer Tales" from subscribers over the U. S. A., advertise the paper, and make it pay. I use it always as a public servant.

Have been reading and re-reading Bridgman's Cost Finding articles in "NPJ," seeking a *simplified* cost finding system applicable to a plant employing six or seven persons and doing about \$5,000 a year.

One of the most helpful features of the "NPJ" symposiums is bracing the backbone, strengthening the courage and stimulating the ambition of the "lone printers" scattered here and there.

Believe I owe my idea for our letterhead to the "NPJ" but am so busy absorbing ideas that I cannot always remember the source. Have adopted several suggestions from "NPJ," one being a circulation puller. Added 50 subscribers in using it for a short period.

Fraternally Yours,

JEANETTE B. BARTON

Simple Notice, Cash Basis, Holds 'Em

*Don't Send Too
Soon, Says National-
ly-Known Circulator
and Business
Manager*

By WILLIAM P. LOVELL

*Business Manager
Clinton (Ia.) Advertiser*

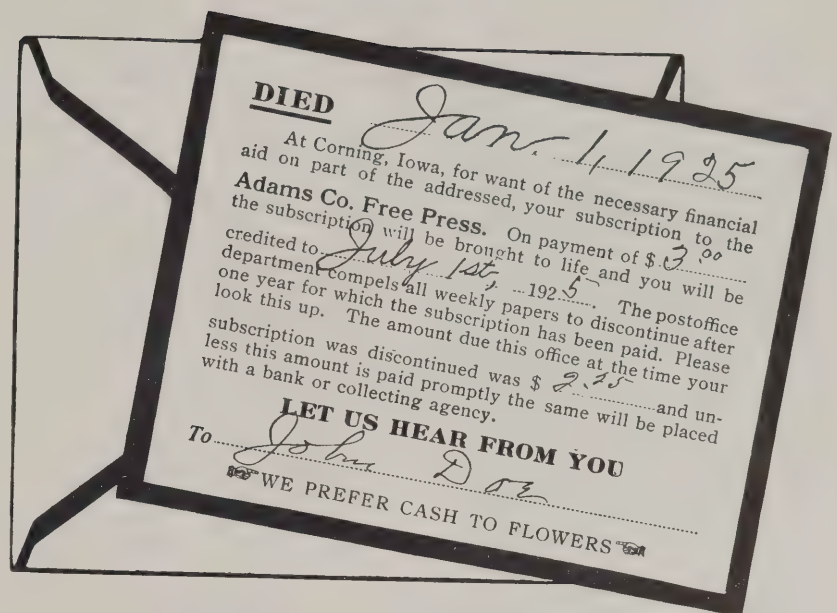
MR. LOWELL prepared this article while he was circulation manager of the Bloomington (Ill.) DAILY PANTAGRAPH, a desk he filled for some years, until recently, taking an active part in the International Circulation Managers' Association.

ONE remembers with great present satisfaction the pleading, begging and finally threatening letters written to many a delinquent subscriber, under the old credit system, before we finally stopped his paper, having made of him a lasting enemy, who never lost a chance to air his imagined grievances to his neighbors and knock us at every opportunity in return for our having carried him for a year or two. Then he would order some other paper, and get into them a year or two until they found him out.

I cannot refrain from mentioning an old trick I found was being practiced by an office. The mail subscriptions, in some mysterious way, sometimes failed to be stopped when the time expired and were continued until the solicitor or collector called at the farm house. Then, if the subscriber protested, the solicitor just offered to forget the two, three or four months' time the subscription had overrun.

NO system is so satisfactory to publisher and subscriber alike as strictly cash in advance, and *cut them off the day they expire*. I remember we stopped between twelve and fifteen hundred when we went to cash in advance years ago, and we heard an awful howl from subscribers in whose home and whose father's home and whose grandfather's homes, the *Pantagraph* had been read for years and "whose credit was never questioned," but we stood pat and after much explaining had them all back in three or four months' time, and since then they like it.

In my opinion the first mail notice of the approaching expiration of subscription should be sent about two weeks before the subscription expires. We formerly sent out the first notices three weeks in advance but an analysis of



THIS PLAN IS A "GOOD COLLECTOR"

R. G. WEISEL, Corning (Ia.) Adams County Free Press, a weekly with nearly 3,000 sworn circulation, turned this into the "NPJ" Circulation Experience-Exchange Department, stating that the plan, the story of which is told by the picture, has seldom failed as a last-resort collection method. Mr. Weisel has the minority party paper in a strongly partisan county.

renewals showed that only a very few renewed in response to notices so far in advance.

I went back, for the purpose of comparison, to a month of 1917, when we were sending notices three weeks prior to expiration and found that only four per cent renewed in response to the first notice as against twelve per cent in the same present month in response to notices two weeks in advance. It is well to follow the two week's notices with another one week prior to expiration and it is in response to this notice that most renewals are received.

In this notice one should emphasize the nearness of the date of expiration and urge a renewal before that date, to

avoid any interruption in the mailing of the paper. When discontinuing papers immediately the day following expiration, a personal letter of regret, on the presumption that the renewal has been overlooked, gets results.

Keep a card index of the expirations who have not renewed, for follow up work with circulars and through agents and solicitors. I think it is important to keep this list as ex-subscribers like to feel that you miss them.

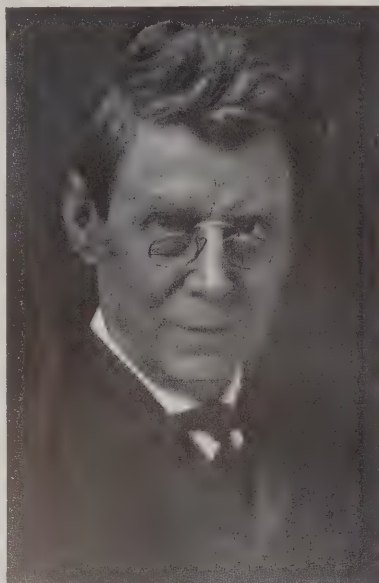
There are almost as many different forms of notifications as there are newspapers, but I believe the notices should be rather short and should be merely notices of expiration, together with any subscription offers in force at that time, such as clubbing or premium offers (where premiums are used) and the subscriber be not burdened with too much advertising as it detracts from the point of subscription expiration.

In my experience, the first notice included a convenient renewal form for remittance, together with a return envelope and the second notice was merely a card notification as a reminder that but one week's paid subscription remained. If the third notice is necessary, at expiration date, a personal letter with any subscription offers, such as clubbing propositions, repeated, and another envelope enclosed for convenience in renewing, is effective.



WILLIAM P. LOVELL

THE Journal carriers in Dayton, O. have been instructed to watch the movers—"a new tenant may mean a new subscriber," says the circulation manager.



MAT MYRUP

No, Not for Twice the Pay!

A New-Year's Thought on the Loyalty of America's Printer- Journalists

IS THERE any industry or profession that so exemplifies the true family spirit, among all of its workers—pressmen, reporters, owners, compositors, editors—without class distinction, yet the while there is ever the keenest rivalry among them in helping to reach the goal, daily or weekly, as that of the printer-journalist?

There are hundreds of occasions over the country during a month which answer and testify affirmatively. One is touched on herein. Not because it is unusual, but because it is exemplary. And, it is well at such a season as this to think about this family spirit of printer-journalists, the publisher: printers.

MAT MYRUP, a picturesque figure in the newspaper-printing field of the middle west for thirty-two years, is now 75 years of age. He has always, from office boy to executive, worked at the Racine (Wis.) *Times-Call*, an energetic daily which, by the way, again is looking to having larger, finer quarters and equipment. Often Mat has had good, even big offers to go elsewhere. But he just *couldn't*! He knows now that he was right about that.

December 3 every employe of the *Times-Call* gathered at a banquet in honor of Mat Myrup. W. S. Goodland, publisher, presented

him a fine watch and chain. It was a beautiful occasion, and successful in every way.

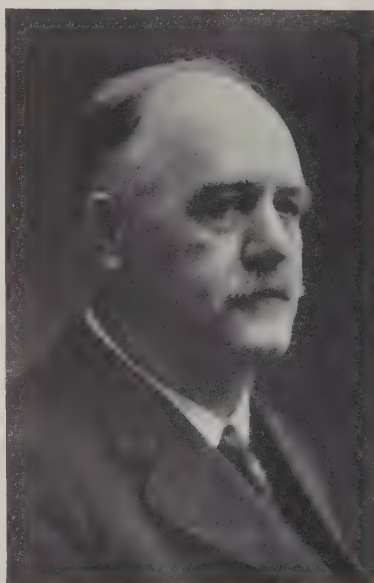
NOW, what makes the printer-journalists' family spirit bud and blossom in the intensity and turmoil of the craft? Here is one view-point. O. H. Kepley, of H. B. Rouse & Co., Chicago, the only invited guest at the Myrup felicitation, while a former newspaperman has been in later years engaged in work which permitted him to see and sense the occasion with an eye peculiar. Telling the editor of "*NPJ*" about the Myrup party, he said:

"Mat Myrup said he would not leave the *Times-Call* for double his present earnings. He explained that he considered himself a part of Racine, and his duty was in the city where the *Times-Call* plays such an important part.

"Editor Goodland's address left no question that he felt that the organization and the paper formed a vital part of the community; told how the paper has served it, through the men working on it.

"It is this ideal of Service which makes newspaper organizations 'families' in the true sense—loyalty to the ideal of service to the community. That is what binds priceless thought and effort in common purpose. And, no self-centering of the individual tarnishes its gold."

No city is too large, none too small, to show examples of the family spirit of the printer-journalists of America, because *always* when it comes to a *show down* the ideal of community service takes the helm—guides, warns, holds and carries through. —J. L. M.



W. S. GOODLAND
Publisher, Racine (Wis.)
Daily Times-Call

"Chasing Small 300 New Paid

By ELIZABETH BOSWELL
San Fernando (Calif.) *Sun*

A SUCCESSFUL newspaper man once made the remark that there was nothing so helpful in building up the circulation of a community paper as the locals and personals. This holds good for *every* newspaper, I believe. I tried out a plan based on this belief in a town of 6,000, on a weekly.

I also looked after the circulation and have found that the two can be worked together successfully.

OUR paper, the San Fernando *Sun* runs off Thursday night and goes to subscribers on Friday. On Monday, Tuesday, and Wednesday I looked out for the news, generally going from house to house for personal news. On Thursday I attended to the mailing list and did general office work, to give the editor, R. H. Glenn, time to do the last minute editorial work. On Friday and Saturday I looked after the circulation end.

In doing this I never asked directly if they take our paper at the home where I was calling. As a general rule, the woman of the house answers the bell. I informed her that I was the reporter for the *Sun*, and ask her if she had a few local items. Nine times out of ten she gave me an item or two. After I had taken it down on my pad and was assured that all facts were correct and all names have been spelled correctly, I said to her:

"You are a subscriber to the *Sun*, I presume?"

If not I said, "We would like to have you interested in our paper." Then, and not until then, I introduced the *Sun*. I still follow this plan, and it has always done well.

QUITE frequently the woman to whom I talk wishes to speak with her husband before giving her subscription. In this case I ask if I may send her a sample.

Then I write her name and address on my pad, mark it "sample copy" and when I return to the office I hang it on the hook on which I keep all changes of addresses and stops. This woman then receives a copy of the paper in which her personal item appears.

A woman came into our office. "I gave you a personal one day," she said, "and then I bought a copy of the paper at the news stand just to see how it would look. I liked the paper so well that I subscribed for it."

In about six months time I added 300 new subscriptions, and I feel confident that one-fourth of these subscribers became interested because of a personal item that they had given to me.

Stuff" Brings Subscribers

*California Girl Reporter
Describes Her Unusual
Methods and Gives Good
Advice*

◆ ◆ ◆

Not only is a woman interested in her own personal items but she is also intensely interested in those of her friends and neighbors.

If your subscriptions are lagging behind, try sending a live reporter into the residential section of your town to gather the personals.

A REPORTER while gathering locals meets many types of persons. Many women say to me when I ask them for a news item, "Oh, yes, I always have a lot of news, but I dislike to have my name in the paper."

I sometimes reply, "Well, a great many women feel the same way about it, yet many of them lay aside any prejudice and give me a local now and then simply because they want to help me to make good on my job."

Some women say that they think personals are silly. I agree that they may seem silly, but recite some true instances where a little local has been the means of bringing old friends together again.

"And a newspaper with no personals would give strangers the impression that our town is dead," I reason, which is all true enough.



ELIZABETH BOSWELL

*Local Society Reporter Who Has
Made a Mark as Circulation
Builder*

I have met two or three women who have been a little rude. I make a mental note of the house and never go there again unless I am sent for, which is generally the case when madam becomes interested in some paid affair and wants some publicity stuff.

WHEN I first went on the *Sun*, I was left pretty much on my own resources as to how and where. As I was a perfect stranger in the town of San Fernando, the first thing I had to do was to get acquainted.

I made a house to house call at the homes on the principal streets. Not all in one week, however. I went up one side of the street and down the other. There is no time for lengthy visits.

I now have a circle of friends who either call me over the telephone and give me tips on news items, or come into the office and tell me.

Don't ever jump at conclusions even in so small a matter as personals. I learned this lesson when I first began reporting. I thoughtlessly wrote "and family" after the names of a man and his wife, and the couple was childless, having lost an only daughter. Although she was very gracious about it, she was terribly hurt to see that in print.

"When in doubt ask questions," is another lesson I learned after a bit of humiliation. The Methodist congregation had given the pastor a farewell party and had presented him with a gift. I asked what the gift was and my informant said, "An altar robe."

I thought she said "altar robe" and wrote it down that way. Fearing that I would be considered ignorant, I let it go, and the editor and I got the "razz" for not knowing that Methodist ministers did not wear altar robes.

It is very important in writing personals to have names spelled correctly. There are some persons who will never forgive a reporter who spells the name incorrectly. Even if it is Smith or Brown I have formed the habit of spelling the name as I write it in their presence.

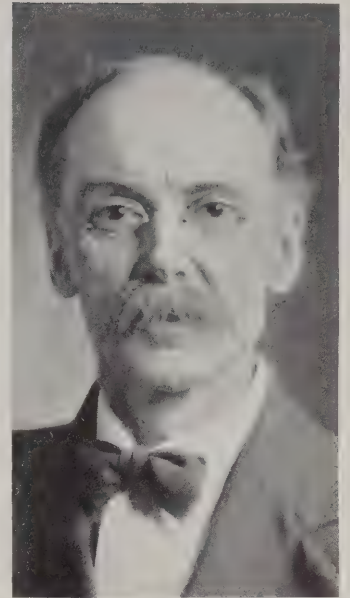
◆ ◆ ◆

Does the Printer Make All Errors?

*Chicago Journal of Commerce
Points Out the Facts in
a Recent "Errata"*

BECAUSE we have suffered so from the foibles of the linotype operator, we sympathized profoundly with Ronald Firbank when we opened his recently published book. "Prancing Nigger," and discovered that the publisher had felt it necessary to insert, near the beginning, a closely printed slip headed "Errata."

But a reading of the slip revealed that most of the typographical errors were of a strange sort. To be sure, "glancing" had been printed "glance,"



DAVID B. ROBERTSON

*Mechanical Supervisor, Composing
Machines Passaic (N. J.)
Daily News*

◆ ◆ ◆

THIRTY-EIGHT years of continuous service in one newspaper-job plant will be finished shortly by David B. Robertson, 57, mechanical supervisor of composing machines in the Passaic (N. J.) *Daily News*. He married a fellow pupil in learning to set type in 1882, started the first cylinder press in the plant, then made up the paper and later became press and job foreman. He learned the Linotype fifteen years ago, for some time operating the job machine of the *News*.

and "Miami" had shown up as "Mimi." Here, doubtless, the printer had been at fault; but how could a printer's error make it necessary for the author to warn the reader that on page 72, line 22, "amazingly" should read "incredibly," and that on page 84, line 20, "bwam-wams" should read "bwam-wam, bwam-wams?"

Going down the list, one finds the printer's errors growing even more fantastic. For example, on page 85, line 9, "Marthe Regnier's Season" should read "Clara Novotny and Lily Lima's Season." Elsewhere "volcanic" should read "seismic," and another of the author's afterthoughts transforms "soothe" into "appease." The climax comes with the notation that on page 112, line 17, "Edna was doubtless sipping champagne!" should read "Doubtless Edna was lapping the wines of paradise!"

Doubtless. "But how should the printer have guessed?" concludes the *Journal of Commerce*.

PUBLISHER-PRINTER ROUND TABLE

"NPJ" Readers are Invited to Submit Newspapers for a "Once-Over." This Department Interchanges Timely Ideas. Criticisms Made on Written Requests

CLASSIFIED PAGE AS TIME-SAVER—"Why Waste Your Time Running Around?" asks a streamer headline across the top of the Nampa (Ida.) *Leader-Herald's* classified ad page.

LISTS "PEOPLE WHO PAY"—Editor Garnett of the Cashion (Okla.) *Independent* has a headline over the list of new subscribers and renewals. It reads, "People Who Pay."

PUSHES FOR PAVING—Across the top of its front page the Largo (Fla.) *Sentinel* runs this line: "Every Street a Paved Street in Five Years—Five Thousand People in Largo in Nineteen Twenty-six".

"OLD FIRMS" EDITION—A special edition of 68 pages of the Nashville (Tenn.) *Banner* was devoted entirely to editorial matter and advertisements of Nashville firms more than 25 years old.

HAS A POLITICAL CORNER—"The Only Democratic Paper in Delaware County" reads a line entirely across the front page of the Cove (Oklahoma) *Sun*. The paper has a circulation of 1000 and is the official county paper.

GETS FULL-PAGE AD FROM CHAMBER OF COMMERCE—The Trinidad (Colo.) *Chronicle-News* published a full-page ad of the local Chamber of Commerce. The ad explains why the city should have a "community chest," or budget system.

NEW COMMUNITY DEPARTMENT—The Kendallville (Ind.) *News-Sun* runs a one-column department entitled "Within Fifty Miles," containing rural and other news whose source is within a fifty mile radius of Kendallville, but outside the city limits.

HANDBILL CIRCULATION—The Red Wing (Minn.) *Daily Eagle* says "ours is no handbill circulation" in an editorial attacking the practice of some publishers of distributing "100 per-cent" in the territory, but who give out no statements about paid circulation.

PEP PARAGRAPHS—The Plymouth (Ind.) *Pilot* has a small department on its editorial page entitled "Pilot Pep Paragraphs." Inspirational sayings, jokes, short local human interest stories, etc., constitute the copy for the department.

HIGH SCHOOL PUTS OUT REAL PAPER—The Sand Springs (Okla.) *Sandtonian* is a weekly newspaper edited and printed by the students in journalism and printing at the Sand Springs high school, under the supervision of Orval C. Husted. It is a five-column folio.

THE ECCENTRIC IS—The Birmingham (Mich.) *Eccentric* does things which its name implies. On primary day, the paper arranged to have a church bell rung every hour during the day until the polls closed, in order to continually remind the citizens that they were supposed to vote.

FREE TICKET CONTEST—Hidden among the classified ads of the Westwood (N. J.) *News* are extra letters of the alphabet which, when placed together correctly, spell the name of a motion picture soon to be shown at one of the local theaters. The first two persons submitting correct answers are given two free tickets to the show.

MERCHANT PRAISES EDITOR IN AD—John Breuner, owner of the John Breuner Co., large San Francisco furniture store, paid an unusual tribute to M. H. de Young, publisher of the San Francisco *Chronicle*. In the center of a seven column advertisement in the San Francisco *Examiner*, Mr. Breuner ran a 2-col. box in which he praised the civic accomplishments of Mr. de Young, declaring that San Francisco was proud of its veteran publisher and his achievement.

Safety or Sorrow! Which?

Teach your children to be careful while on the streets by being careful yourself. It's up to you Mr. and Mrs. Waupunite to set an example because children act as their elders act to a great extent.

PEDESTRIANS:

1. Look both ways before crossing a street.
2. Don't hurry.
3. Don't cut corners.
4. Cross the streets at crossings.
5. Don't cross in the middle of the block.
6. Don't take a chance.
7. Keep your eyes open and wait for the traffic signals.

DRIVERS:

1. Give children the right of way. They are easily confused.
2. Drive carefully.
3. Don't speed.
4. Examine your brakes frequently.
5. Don't trust the other fellow.

SIGNED:

W. L. TETZLAFF, Chief of Police.

"Lose a minute and save a life."

MAKES ADVERTISER OF POLICE CHIEF

Waupun (Wis.) *Leader* is Selling Space in Public Safety Campaign, and Furnishes the Clipping as an Idea for Fellow Readers of "NPJ"



"TRAVEL BY BUS"—L. A. Rossman, publisher of the Grand Rapids (Minn.) *Herald-Review* is author and publisher of an attractive illustrated folder, "Travel by Bus," which has attained wide circulation in Minnesota. The folder carries complete time tables, listing the arrival and departure of busses from various cities and towns on the main highways of Minnesota.

ESTIMATES COST OF "FREE PUBLICITY"—The Wakefield (Mass.) *Item* figured out that the amount of free publicity received during one week would fill his whole six-page paper every day in the week, and an additional 35 columns with which to start the eighth day. At the *Item's* regular advertising rate of 10 cents a line for reading matter, this would have amounted to the sum of \$4,600.

GHOSTS CHASED AWAY—Some newspaper correspondents thought they saw a ghost near Neillsville, Wis., and many of the large daily papers snatched up the story and reported it far and wide. The *Press*, of that city promptly investigated the report and denied it with complete evidence, thus stilling the scare which was hurting local business and possibly making something of a joke of the city to outsiders.

A CRACK AT "STUNT" ADVERTISING—"We drove through a neighboring town the other day and saw a dealer with a nice new washing machine all filled with suds, doing an imaginary washing. A few loafers were watching, and the dealer thought he was advertising. He was advertising in just about the same sense that we are making an extended tour by taking an eighteen-mile drive." Thus remarks Editor Abels of the Humansville (Mo.) *Star-Leader*.

(PLEASE TURN TO PAGE 32)

Chieftain Bond

CREATING ATMOSPHERE! Color will do it. Think of Tuscan, Goldenrod, Russett, — the very names speak of warmth and cheeriness. Then there are Mazarin or Primrose for coolness. Canary for daintiness, and Cherry for brilliance. These are but half of the fourteen colors obtainable in CHIEFTAIN BOND. They are all *usable* colors, not only eye arresting but satisfying. There is just the right shade to quicken the response to any advertising message. So distinctive a bond paper would be worth trying for its "color appeal" alone but its moderate price and excellent printing qualities make it a good buy for any purposes.

"Note the Tear and Wear as well as the Test"

DISTRIBUTORS

ALBANY, N. Y.	Potter-Taylor Paper Corporation	OGDEN, UTAH	Scoville Paper Company
BALTIMORE, MD.	Barton, Duer & Koch Paper Co.	OKLAHOMA CITY, OKLA.	Kansas City Paper House
BOSTON, MASS.	W. H. Claflin & Company	OMAHA, NEB.	Field-Hamilton-Smith Paper Co.
BRIDGEPORT, CONN.	Lasher & Gleason, Inc.	PHILADELPHIA, PA.	D. L. Ward Company
BUTTE, MONT.	Minneapolis Paper Co.	PITTSBURGH, PA.	Potter-Brown Paper Co.
CHICAGO, ILL.	Parker, Thomas & Tucker Paper Co.	PORTLAND, OREGON	Blake, McFall Co.
CINCINNATI, OHIO	Standard Paper Co.	PROVIDENCE, R. I.	Paddock Paper Co.
CLEVELAND, OHIO	Petrequin Paper Company	RICHMOND, VA.	Richmond Paper Company
DALLAS TEXAS	E. C. Palmer & Co., Ltd.	ROANOKE, VA.	Caldwell-Sites Co.
DES MOINES, IOWA	Carpenter Paper Co. of Iowa	ROCHESTER, N. Y.	Hubbs & Hastings Paper Company
DETROIT, MICH.	Whitaker Paper Co.	ST. LOUIS, MO.	Acme Paper Company
DULUTH, MINN.	Peyton Paper Co.	ST. PAUL, MINN.	E. J. Stilwell Paper Co.
HOUSTON, TEXAS	E. C. Palmer & Co., Ltd.	SAN ANTONIO, TEX.	San Antonio Paper Co.
INDIANAPOLIS, IND.	Century Paper Co.	SAN FRANCISCO, CALIF.	General Paper Company
KANSAS CITY, MO.	Kansas City Paper House	SEATTLE, WASH.	American Paper Company
LANSING, MICH.	Dudley Paper Co.	SPRINGFIELD, MO.	Springfield Paper Co.
LOUISVILLE, KY.	Southeastern Paper Company	SPOKANE, WASH.	Spokane Paper & Stationery Co.
LOS ANGELES, CALIF.	Western Pacific Paper Co.	TACOMA, WASH.	Tacoma Paper & Stationery Company
MILWAUKEE, WIS.	Allman-Christiansen Paper Co.	TOLEDO, OHIO	Commerce Paper Co.
MINNEAPOLIS, MINN.	Minneapolis Paper Co.	WASHINGTON, D. C.	Barton, Duer & Koch Paper Co.
NEW ORLEANS, LA.	E. C. Palmer & Co., Ltd.	WILKES-BARRE, PA.	D. L. Ward Co.
NEW YORK CITY	F. W. Anderson & Co.	WORCESTER, MASS.	Charles A. Esty Paper Co.

EXPORT—NEW YORK CITY—American Paper Exports, Inc., and Parsons & Whittemore, Inc.
 ENVELOPES—WAUKEGAN, ILL.—National Envelope Co., Div. United States Envelope Co.
 WORCESTER, MASS.—Logan, Swift & Brigham Envelope Co., Div. United States Envelope Co.

NEENAH

PAPER COMPANY

Neenah, Wisconsin

Makers of
 OLD COUNCIL TREE BOND
 SUCCESS BOND
 CHIEFTAIN BOND
 NEENAH BOND

Check the  Names

WISDOM BOND
 GLACIER BOND
 STONEWALL LINEN LEDGER
 RESOLUTE LEDGER
 PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



HUBER'S INKS

Generations of printers have used HUBER'S INKS with unfailing satisfaction. The Huber standard is rigidly maintained by a house that takes pride in the traditions of its business and the quality of its product.

Huber's Colors in use since 1780

J. M. Huber, Inc.

U. S. Branches:
ALL PRINCIPAL
CITIES

Manufacturers
130 W. 42d St., New York

Foreign Agencies:
LONDON PARIS
TORONTO

"NPJ" ROUND TABLE

(CONTINUED FROM PAGE 30)

100-PAGE EDITION OF "SUNSHINE PAPER"—The St. Petersburg (Fla.) *Independent*, "the Sunshine Paper," came out with an impressive 100-page edition in celebration of the opening of Gandy Bridge, which connects St. Petersburg with Tampa. The *Independent* is now in its new building, with modern equipment to take care of the demands of the rapidly growing territory which it serves. Lew B. and L. C. Brown are owners and editors.

THREE YEARS' GROWTH—The Muskegon Heights (Mich.) *Record* published in a small box, a history of its three years' existence. Early struggles were described briefly, most of the account being given to what had been accomplished up to the time of the current issue. A list of the names of employes and articles of shop equipment was included.

"HALL OF FAME" SERIES—The Rockford (Ill.) *Register-Gazette* conducts a "Rockford's City Builders" series, a sort of "hall of fame." Pictures and cartoons of some prominent business man, accompanied with a lively history and description of his business and his contribution to the building up of Rockford constitute the subject matter of the series.

DUNS FOR DUES DEFTLY—Editor C. O. Youngs of the Florence (Wis.) *Mining News* is subtle but effective in getting subscribers to pay up. He asks his readers if they know that apples wrapped in the *Mining News* will keep all winter, as the paper excludes the dampness." But he warns them "that care should be taken that the subscription is paid or the dampness from the 'due' will spoil the fruit."

"COMING EVENTS" COLUMNS—Several weeklies carrying a department listing "coming events." This department usually appears at the bottom of the outside column on the first page. Some prefer to put it on the editorial page. Copy for the department is the future news of the community. It is a schedule for the town and the neighboring communities, and is one more way in which the newspaper can display an active interest in the doings in its territory.

EXALTS PIONEERS—The fortieth anniversary number of the Clearwater (Kan.) *News* pays tribute to the pioneers of Clearwater, "who by hard work, sacrifice, hardships and vision, caused the wilderness to bring forth great natural wealth, our river bank to be beautiful with trees, our little city to come into existence." Good machined book stock, splendid typography and excellent printing make the number a handsome one. Many cuts were used for illustrations.

OLD HOME PAPER WEEK—The Thayer (Kans.) *News* promoted an "Old Home Paper Week," getting citizens and the various organizations of the town to take part in demonstrations for the Old Home Paper. "Every other thing imaginable has had its 'week'," remarked the *News*, "except the old home paper which has boosted for all of them." The *News* suggests that a very desirable way for some people to celebrate the week would be to pay up their subscription.

FULL-PAGE COMMUNITY BOOSTING AD—"Not All Building Is Done With Stone and Lumber" philosophizes the Selma and Del Rey (Cal.) *Enterprise* in a full-page promotional ad boosting the community. Goodwill, loyalty, whole-hearted co-operation, and determination are splendid materials for building a great community, it continues. A list of fifty firms in Selma was appended as an indorsement. It is to be presumed that these concerns co-operated in the payment for the ad.

BON VOYAGE!—The Flagstaff (Ariz.) *Coconino Sun* says "Au revoir, bon voyage" to Col. Fred S. Breen, owner and editor of the paper, who is leaving for a trip around the world. "The boss didn't promise to send back any stories about strange sights seen and things heard. But he'd better," said the boxed message. "Otherwise if he's waylaid by bandits anywhere along the line, or the croupier sets him back at Monte Carlo, there's no use in cabling back to us for money."

(CONTINUED ON PAGE 33)



THE FIRST requisite of every piece of printed advertising matter is attention-getting value. *Westvaco* Mill Brand papers possess that peculiar quality which not only arrests the reader's attention but holds it. Expert chemists and paper-makers co-operate to maintain this uniform excellence

WEST VIRGINIA PULP & PAPER COMPANY • NEW YORK AND CHICAGO

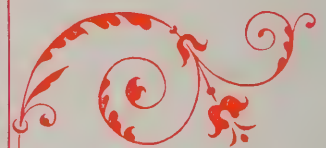
See Reverse Side for List of Distributors

THE MILL PRICE LIST

Distributors of Westvaco Mill Brand Papers
Manufactured by West Virginia Pulp & Paper Company



<i>Atlanta</i>	The Chatfield & Woods Co.	<i>Nashville</i>	Graham Paper Co.
<i>Augusta, Me.</i>	The Arnold-Roberts Co.	<i>New Haven</i>	The Arnold-Roberts Co.
<i>Baltimore</i>	Bradley-Reese Co.	<i>New Orleans</i>	Graham Paper Co.
<i>Birmingham</i>	Graham Paper Co.	<i>New York</i>	Beekman Paper and Card Co., Inc.
<i>Boston</i>	The Arnold-Roberts Co.	<i>New York</i>	West Virginia Pulp & Paper Co.
<i>Buffalo</i>	The Union Paper & Twine Co.	<i>Omaha</i>	Carpenter Paper Co.
<i>Chicago</i>	Bradner Smith & Co.	<i>Philadelphia</i>	Lindsay Bros., Inc.
<i>Chicago</i>	West Virginia Pulp & Paper Co.	<i>Pittsburgh</i>	The Chatfield & Woods Co.
<i>Cincinnati</i>	The Chatfield & Woods Co.	<i>Portland</i>	Blake, McFall Co.
<i>Cleveland</i>	The Union Paper & Twine Co.	<i>Providence</i>	The Arnold-Roberts Co.
<i>Dallas</i>	Graham Paper Co.	<i>Richmond</i>	Richmond Paper Co., Inc.
<i>Des Moines</i>	Carpenter Paper Co.	<i>Rochester</i>	The Union Paper & Twine Co.
<i>Detroit</i>	The Union Paper & Twine Co.	<i>Sacramento</i>	Blake, Moffitt & Towne
<i>El Paso</i>	Graham Paper Co.	<i>St. Louis</i>	Graham Paper Co.
<i>Houston</i>	Graham Paper Co.	<i>St. Paul</i>	Graham Paper Co.
<i>Kansas City</i>	Graham Paper Co.	<i>San Francisco</i>	Blake, Moffitt & Towne
<i>Los Angeles</i>	Blake, Moffitt & Towne	<i>Seattle</i>	American Paper Co.
<i>Milwaukee</i>	The E. A. Bouer Co.	<i>Tacoma</i>	Tacoma Paper & Stationery Co.
<i>Minneapolis</i>	Graham Paper Co.	<i>Washington, D. C.</i>	R. P. Andrews Paper Co.
	<i>York, Pa.</i>		R. P. Andrews Paper Co.



"NPJ" ROUND TABLE

(CONTINUED FROM PAGE 32)

HOW'S THE JOB PLANT GETTING ALONG?—"The

Messenger job department has just about been overrun the past two months. And, let us tell you, friends, this is where we shine. If you want a job of printing with that neat, up-to-date and finished appearance, you will make no mistake in bringing it to Quality Corner." This from the Cedar Vale (Kan.) *Messenger*. How different it sounds after reading the self-indulgent complaints of some other publishers!

PAPER'S ENTERPRISE GETS STREAMER—A two-line

streamer headline across the front page announced to the readers of the Jamestown (N. Y.) *Evening Journal* the installation of a Goss Sextuple Rotary Web press in that paper's plant. The installation of the new press was just one more step forward in the "extensive program of enlargement and improvement begun several weeks ago and including the erection of a new three-story building of brick." The paper was increased in size and the typography improved in the first issue off the new press.

CAPITALIZES ON TESTIMONIALS—The Clay Center

(Kans.) *Times* has issued reproduction of three letters—one from Don Henry & Co., Topeka, auditors; from O. W. Little, field secretary of the Kansas Press Association, and one from Professor Flint, head of the journalism department of the University of Kansas—verifying claims that the paper is one of the largest, best printed papers in the state, and has the largest bonafide subscription list in the county. D. L. Valentine is owner and F. L. Valentine is editor of the *Times*.

WHAT DO YOU WANT?—An interesting 10-side mail-folder

so headed of the Wyandotte (Mich.) *Record*, lists practically every kind and classification of want-ads (rate 3 cents a word) and boosts for the *Record* and the town. George M. Adams is publisher. About 12,000 want-ads were run last year, many of which grew out of this folder. Advertisers state that it reminded them of things in the home to advertise for sale. The *Record* has a policy, "If You Charge, We Charge," for church, lodge and other notices.

ACQUIRES ANOTHER PAPER—The Jackson Heights (N.

Y.) *Herald* has been purchased by the Port & Terminal Publishing Co., Inc., of Whitestone, N. Y. The company publishes *Port & Terminal*, a national monthly magazine devoted to the exploitation of American ports and the development of American inland waterways, and also a series of other publications including the *Port of New York Annual*, the *Whitestone (N. Y.) Herald*, the *Bayside (N. Y.) Review* and the *College Point (N. Y.) News*.

TRIPLES CIRCULATION AND AD RATE IN SPECIAL

EDITION—The Laurel (Miss.) *Daily Leader* issued a Development Edition of 64 pages. More than 6000 inches of display advertising appeared, at a rate three times the usual price. A run of 15,000 copies was circulated. Practically all of the advertising was written and sold by Editor Edgar G. Harris and Mrs. Harris, and the composition and printing was done by the regular force, in addition to the work of issuing the double-daily editions of the paper.

AN HONEST TRICK—Earnest C. Hendrix of the Abilene

(Tex.) *Times*, writing in the Bonnet-Brown Corp. *Bug House Gazette*, describes one method of getting advertisers to finish an ad that has been made up in dummy form by the solicitor. "In fixing up his ad, I manage to misspell a word in the display heading or get his telephone number wrong or occasionally misspell his name. The error is so obvious he can't miss it and he is quick to correct it. Once he has the pencil in hand, he's sure to go over the rest of the copy which is exactly what I want him to do, no matter how busy he is. It's a method that today finds him a satisfied customer of ours."

NEWSPAPER PLANT IS LIGHTHOUSE—The Miami

(Fla.) *Daily News* is erecting what is called the tallest building in the world in the same latitude. It is a combination lighthouse and business office building and the first of its

Do You Ever Think--

What Your Town Would Be without a Good Newspaper?

No matter how good your other establishments and improvements were they would accomplish for your town about ten per cent of what they do now were there not a good newspaper to "tell the world" and to further every move toward progress.

The Hot Springs Star

Aims to be such a newspaper and is proud to be ranked by those who are qualified to know as one of the best weeklies in South Dakota.

A special offer of \$2.00 a year makes The Star less than four cents a copy to subscribers. It is to your advantage to subscribe for the Star NOW, if you are not already a subscriber, to renew your subscription or have it sent to a friend as the most appreciated gift that \$2.00 will buy

The Star Prints the News

AN APPEAL TO THE PUBLIC SPIRIT OF THE CITIZEN BY THE HOT SPRINGS (S. D.) WEEKLY STAR



kind. The newspaper plant and offices will be in the three-storied structure that serves as a base for the tower. The fifteen stories of the tower will be entirely for business offices. The building is being erected by former Gov. James M. Cox of Ohio, owner of the *Miami Daily News*.

WOULD PRESERVE NATURAL ART—The Hot Springs

(S. D.) *Star* has its editorial shirt sleeves rolled up and is attacking the proposal by several well-meaning citizens to have Gustav Borglum, famous sculptor, carve images of famous American historical figures on the rock formations in the Black Hills called the "Needles." The *Star* thinks such a move would destroy the unadulterated natural beauty of the "Needles," making them "glorified totem poles." Letters in commendation of the *Star's* attitude, and letters not in favor of it, are published side by side on the editorial page. This is not the first time editor A. T. Johnson of the *Star* has achieved statewide fame for a flat-footed editorial stand on a public question.

PROPORTIONATELY LARGE—"Compared with some of

the large editions of the daily papers (this special edition of) the *Times* would not be sufficient for wrapping paper," said the Hartford (Wis.) *Times* in a front page editorial on a special Christmas edition. "However, * * * if we compare upon a basis of population, the *Times* containing 24 pages this week, would be the equal of a single newspaper in a city of 500,000 containing 2,400 pages and with a circulation of 240,000. The largest edition ever produced by a Milwaukee newspaper contained but 200 pages and had a circulation of less than 135,000. So at that, the *Times* does not have to take a back seat after all."

LARGE-HANDED IN BOOSTING EDUCATION—Educa-

tional progress is the watchword of the Birmingham (Ala.) *News*. Besides much publicity given to campaigns for funds by three state institutions of higher learning, the *News* has been active in promoting scholarships for persons desiring and trained to attend college but without financial means. Four scholarships of not more than \$500 a year, one for each of the four large Alabama universities, were inaugurated by

(PLEASE TURN TO PAGE 34)

Johnsonized

Johnsonized service is complete for the Printer, Book Binder and Typesetter.

A stock of Johnsonized machinery, re-manufactured by an organization and from an experience gained in more than thirty years of continuous operation under the same management, provides you reliable machinery and service, at a worth-while saving in capital expenditure.

A very complete stock of new, standard machinery and equipment, gives you a complete selection to meet your requirements.



Chandler and Price New Series Gordons, sizes 8 x 12, 10 x 15, 12 x 18, 14½ x 22 and 12 x 18 Craftsman.

Lever and Power Paper Cutters, 19-in. to 34-in. in size.

Challenge Advance Lever and Diamond Power Paper Cutters, sizes from 16-in. to 34-in.

Omaha and Liberty Folders.

Burton, Rosback and Portland Punches and Perforators.

Stereotype Casting Outfits and Saws.

Miller, C & G and Superior Saw Trimmers.

Crane Composing Room Saws.

Virkotype Embossing Machines.

Electric Motors.

Hamilton Wood and Steel Composing Room Equipment.



Special Sales Agents and
Service Station for:

Morrison Perfection Wire Stitchers for
Book Binder and Box Maker

Mentges Newspaper, Book and Job Folders.
Vandercook Proof Presses.

C. I. Johnson Mfg. Co.

Independent Printers Supply House

48-50 East 3rd Street
143-5-7 So. Wabasha Street

Saint Paul, Minnesota

"NPJ" ROUND TABLE

(CONTINUED FROM PAGE 33)

that paper in 1921, and have been continued. The work initiated similar activities by other large Alabama firms. The *News* now has 20 scholarship holders in school, and the Alabama Power Co. has 15. There are no binding "strings" on the scholarship offer, but the request is made by the *News* that students using them endeavor to return to the university the \$2,000 which the education has cost. This sum is not turned over to the *News*, but is used by the universities to go into a loan fund for needy students in future years.

STOUGHTON NEWS

The Wisconsin State Journal has five regular carriers in Stoughton who deliver the Daily and Sunday editions into the homes. Phone your news, also non-delivery complaints, to the phone number given below. Branch Office of The Wisconsin State Journal, 100 East Main street, Stoughton. Phone 5403.

— BY MARJORIE MATTSO —

STOUGHTON—Mrs. Charles Serns meets Saturday at 10 a. m. Prayer was tendered a pleasant surprise meeting Wednesday night at the home of Nels Alme, 112 West Broadway Wednesday night by a number of

HOW TO HEAD UP SUBURBAN AND RURAL NEWS IS A CONSTANT PROBLEM. THIS IS HOW THE MADISON (WIS.) STATE JOURNAL DOES IT

DINNER INVITATIONS AND ADVERTISING—"When you want your neighbor and his wife to come over to your house for dinner what would you do about it?" asks the Blue Island (Ill.) *Sun-Standard*, editorially. "Do you get the dinner ready and spread all the good things on the table and then sit down and wait for them to come? Certainly not.

"You first send them an invitation to come and partake of the good things you have prepared for them. Even in business, people want to be invited, or to know that you want them, before they visit your store. People are people in one place the same as in another in this respect, they like to trade with those who invite them. They want to be sure of a welcome in advance. They want to know before-hand that the business man has planned for them, and that he has something for them that it worth their time, their attention and their money.

"Your advertisement in the *Sun-Standard* is the invitation the men and women of this section are waiting for, and if you want to be sure they will come to see you, then be sure that you invite them."

SOME DRY HUMOR FROM OKLAHOMA—The editor of the Atoka (Okla.) *County Jeffersonian* learned that a solicitor was getting up a program for church services which would contain, besides the program for the services, advertising of merchants similar to that used in theater programs. The stunt moved him to remark thusly:

"If the church is going in for that kind of thing, let us suggest that there are a lot of nice white plastered walls in the churches upon which signs could easily be painted. Also, a few ads could be inserted in the Bible. 'Take a little Wine of Cordui for the stomach's sake' is a possibility. A butcher's ad beside the story of the fatted calf would be appropriate. The purple and fine linen scripture could be worked up into a cracker-jack dry goods ad. A few medicine songs scattered throughout the hymnals would jazz things up wonderfully. For a closing hymn they could sing to the tune of Dock's Ology: 'Praise Williams' paints that smoothly flow; praise Dri Sox Shoes that keep out the snow; praise Fatimas—they taste like toast; try Bill's Cafe for prime pork roast! Ah! Men!'"

ENTERPRISING HOLIDAY STUNT—Here's how the Lakeview (Mich.) *Enterprise* played Santa Claus. A two column department entitled "Santa Letters to Enterprise," illustrated with a large head of Santa himself, was published every issue exhorting children to write to Santa Claus via the *Enterprise*.

(PLEASE TURN TO PAGE 36)

FORTY YEARS YOUNG

1885



1925

TO HAVE *been* first in any sphere of activity, it is said, proves *antiquity*. To have *become* first proves *merit*. ¶ Perhaps the fact that this organization is unfettered by age-old precedents accounts for its rapid rise. Perhaps we have achieved the foremost place we occupy in the industry we serve because our backs are ever to the past and our faces always to the future. ¶ Whatever the answer, 1925 finds us *forty years young*—matured, to be sure, by ample experience yet with the zeal of youth to progress, to improve, and never to be satisfied with our accomplishments of yesterday great though they may seem by contrast. ¶ We look to this New Year to overflow our cup of happiness in our work. May it hold a similar abundance of joy in store for you.

THE GOSS PRINTING PRESS CO., CHICAGO

The Goss Printing Press Company of England, Ltd. • London



How to Advertise Your Newspaper In Your Newspaper to Boost Circulation Advertising and Job Work

**The Methods
Used by
Some 200
Publishers
Printers
Editors**

**Will Be
Reviewed
in "NPJ"
Beginning
in the Next
Issue**

"NPJ" ROUND TABLE

(CONTINUED FROM PAGE 34)

This was only a teaser for bigger things. For two weeks before Christmas, F. E. Moore, one of the owners of the paper, occupied the *Enterprise* office dressed in full Santa Claus regalia. He answered the 'phone and told the children all about himself and invited them down to the entertainments given the evenings of December 15 and 16, at which the merchants co-operating with the *Enterprise* served refreshments and gave theatrical entertainments significant of Christmas. Gifts were given to those "kiddies" holding lucky Santa Claus numbers which were given out by the merchants with every purchase of 25c or more.

Merchants decorated their stores and windows in "Christmas style" and on the main streets, illuminated Christmas trees were placed along the side-walk about 15 feet apart. Thomas Burns, the other owner of the *Enterprise*, parenthetically remarks that it would not have been possible to undertake this Santa Claus stunt without Bonnet-Brown Service.

ENTERPRISING ANNIVERSARY EDITION—The Philadelphia (Pa.) *Tribune*, a weekly serving the colored population of the city, issued a Fortieth Anniversary Edition containing the following enterprising features: (1) a 4-page sepia section containing pictures of the *Tribune* staff and the new delivery truck, pictures of civic institutions, etc., of interest to colored people, and a goodly percentage of advertising; (2) a review of 40 years of service replete with illustrations; (3) a page of "The Philadelphia *Tribune's* Religious Activities."

RUNS LIST OF "BEATS"—Under the caption "Exclusive," the Hartington (Neb.) *Cedar County News* prints in the lower half of its front page a list of stories published exclusively the previous week. The last list is introduced in this manner: "Last week was pretty hot, but still the *Cedar County News* was able to locate a few news stories which were published exclusively in Hartington by that paper. Some of the most important of these exclusive stories which the readers of the *News* perused while fanning themselves were as follows:" etc.

PLAYING UP LOCAL FARM NEWS—Situated in the center of a rich farming country, one would expect the Barron (Wis.) *County News Shield* to devote considerable portions of its editorial columns to farming news. But this paper does it so exceptionally well, from both an editorial and typographical standpoint that special mention is justified. The following are some of the first decks of front page headlines: "Gust Ristow Has Big Cream Check," "Barron Guernseys Are Making Good," "Naming of Farms Urged by Haugen," "Many Car Loads of Cows Shipped," and "Baumberger Heads County Test Work." The stories average nearly a half column in length.

COMPLETES NEW PLANT, CONGRATULATED—The Malden (Mass.) *Evening News* is receiving congratulations from newspaper publishers in all parts of New England upon the completion of its new plant. The following tribute appeared in the Everett (Mass.) *Herald*. "The new plant is a monument to the work of Editor Frank A. Bayrd during the last quarter century and a tribute to his policy of printing a clean, progressive paper, in which facts are not suppressed through favoritism and in which the interests of the city are consistently promoted. And yet the real monument to his work is not the building, beautiful and serviceable as it is, but the name and reputation of the *News*. He would not trade the name-plate of his paper and what it represents for any building money can buy."

THE WORM TURNS—The Woodbury (Conn.) *Reporter* was criticized by the citizenry for not giving away space to promote the community Chautauqua. A half-column editorial came out flat-footed and stated that no organization, after having made contracts for space and not fulfilling them, could hope for a line of "editorial co-operation." The paper did a little criticizing on its own hook by pointing out that the committee in charge of the Chautauqua failed to see the recognized value of paid advertising in promoting its interests.

—C. H. DuCLOE

Make Changes Without Lifting the Form



New Job Press of Amazing Speed Is Also the Most Accessible

Simply lift the conveyor. Your form is instantly accessible for any change without removal. In these days when every printer has many jobs calling for changes, imprints, etc., this is a *tremendous* advantage. Add this to the unparalleled speed of M-24—

Up to 4,800 Impressions An Hour!

And you see why this new cylinder type job press is the greatest profit maker ever developed for 10 x 15 work.

PROFITS! Speed means Profits. Profits mean *Speed!* With keen cutting competition all around you, profits can not be made by the old slow methods. M-24 gives you the upper hand.

GO AND SEE—

M-24's Make Ready Cylinder.
Wide 5-key Fountains at Both Ends.
Perfect Ink Distribution.
Geared Vibrators, Plate Rollers,
Large Form Rollers.
Built-in Semi-automatic Feed.
Combination Feeler and Caliper.
Sturdy Solid Construction Throughout

M 24 with Autofede



Load and go away. The outfit does the rest. With human skill. Loads 3,000 sheets at a time.

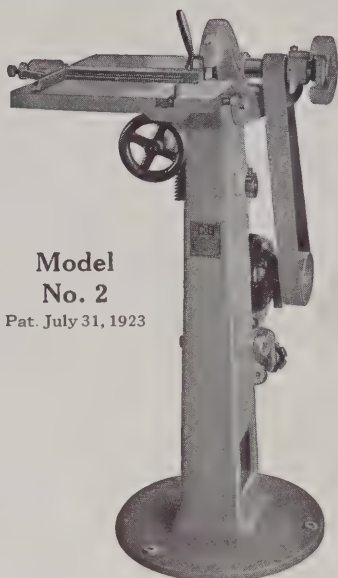
Write us for name of the Agent near you who has M-24 on Exhibition.

Go See It Work

LISENBY MFG. CO.

Department D.

**222 N. Wabash Ave.
Chicago, Illinois**



Model
No. 2

Pat. July 31, 1923

Shipped
Ready
for Use

BIG BUSINESS is built and made bigger by watching for and stopping small leaks. In many composing rooms the leak is at the saw. *Save* compositor's time, wasted metal and torn fingers by using the



SAW AND MITERING MACHINE

and get *better* work. Any printer or publisher can afford a Trimmer. *It costs less.*

A battery of C. & G. Trimmers—or one machine—has gone into hundreds of plants, from the largest newspapers in the world to small job shops and weeklies.

Mail a post card today and
we will tell you all about it.

Cheshire & Greenfield Mfg. Co.
538 South Dearborn Street, Chicago, Ill.

Publishers' Ad-Pad

*Newspaper Advertising Accounts Placed
With Agencies, and New Buyers of
Newspaper Space*

ACCOUNTS PLACED

American Metal Polish Co., Boston, Mass. (cleaners and polishes)—Larchar-Horton Co., Boston, Mass.

American Tobacco Co., New York, N. Y. (Bull Durham tobacco)—H. W. Kastor & Sons, Co., Inc., New York, N. Y.

Berkey & Gay Furniture Co., Grand Rapids, Mich.—George Harrison Phelps, Inc., Detroit, Mich.

Betty Bliss Dress Co.—Barnard Adv. Agency, 720 N. Michigan Ave., Chicago, Ill.

J. & J. Colman, Ltd., New York, (Colman's mustard)—J. Walter Thompson Co., Inc.

Conklin Pen Mfg. Co.—Sterling Beeson, Inc., Toledo, O.

Lewis Connor & Sons, Ltd., St. John, N. B. (Banquet Brand sardines)—Desbartes Advertising Agency, Montreal, Can.

Crown Overall Mfg. Co., Cincinnati, O.—Julian J. Behr Advertising Agency, Cincinnati, O.

Cub Knitting Mills, Malden, Mass.—Wildman Advertising Agency, New York, N. Y.

F. F. Dalley Co., Inc., Buffalo, N. Y. ("2-in-1" shoe polish)—S. S. Bowman, Ltd., Montreal, Can.

Darn-Proof Hosiery Co., New York, N. Y.—W. I. Tracy, 31 Union Sq., New York, N. Y.

Dustbane Manufacturing Co., Ottawa, Can. (Kleenup soap)—A. McKim, Ltd., Montreal, Can.

S. W. Evans & Son, Philadelphia, Pa. (umbrella frames)—George W. Edwards & Co., Philadelphia.

Fontanis, Inc., New York, N. Y. (perfumes)—W. A. Grant, New York, N. Y.

H. W. Gossard Corset Co.—Charles, F. W. Nichols Co., 20 E. Jackson Blvd., Chicago, Ill.

Hope Knitting Co., Cohoes, N. Y.—B. & C. Moon Co., Proctor Bldg., Troy, N. Y.

International Typewriter Exchange, Chicago, Ill.—Porter-Eastman-Byrne Co., 22 W. Monroe St., Chicago, Ill.

Jones Dairy Farm Sausage, Fort Atkinson, Wis.—Potts-Turnbull Co., 6 N. Michigan Ave., Chicago, Ill.

C. A. Leitch Mfg., Co., New York, N. Y. (Paints, varnishes, etc.)—Halister Clarke, Inc., New York City.

Melville Shoe Corp., New York, N. Y.—J. Walter Thompson Co., Inc.

Moon Motor Car Co., St. Louis, Mo.—D'Arcy Advertising Co., St. Louis, Mo.

Nubone Corest Co., Erie, Pa.—Tracy-Parry Co., Philadelphia, Pa.

L. T. Piver, Inc., New York, N. Y. (perfumes)—Dorrance, Sullivan & Company.

Sealey Mattress Co., Sugarland, Tex.—Hertz Hadley Co., 646 N. Michigan Ave., Chicago, Ill.

Sears, Roebuck & Co., Chicago, Ill.—Erwin, Wasey & Co., Chicago, Ill.

Signal Shirt Co., Racine, Wis.—Williams & Cunyningham, Inc., Chicago, Ill.

Sleeper Radio Corp., Long Island, City, N. Y.—H. W. Kastor & Sons Co., Inc.

John B. Stetson Co., Philadelphia, Pa. (Men's hats)—George L. Dyer Co., Philadelphia, Pa.

Towle Mfg. Co., Newburyport, Mass. (silverware)—Blackman Co. Inc., New York, N. Y.

United States Industrial Alcohol Co., New York, N. Y. (Alcorub)—J. Walter Thompson Co., Inc.

Wait & Bond, Inc., Boston, Mass. (cigars)—Blackman Co., Inc., New York, N. Y.

West Bend Aluminum Co., West Bend, Wis.—Williams & Cunyningham, Inc., Chicago, Ill.

Wirt Co., Philadelphia, Pa. (Dim-a-late electrical fixtures)—Cecil, Barreto & Cecil, Inc., Richmond, Va.

Woodstock Typewriter Co., Chicago, Ill.—Erwin Wasy & Co., 844 Rush St., Chicago, Ill.

Worthy Mfg. Co., Chicago, Ill. (Roomy Richard work shirts)—Wm. H. Rankin Co., Chicago, Ill.

“Well begun is half done”



Gardiner Metal Starts You Right

*Gardiner's
Is Fine
Type Metal*

THE ultimate appearance of your newspaper depends largely upon the quality of your linotype slugs. Gardiner Linotype and Stereotype Metals are standardized in purity, content and as to method of alloying. This insures clean-cut linotype slugs and stereotype plates.

*Many metropolitan newspapers
use Gardiner Metals exclusively*

Gardiner Metal Company

Established 1901

1356 West Lake Street, Chicago, Ill.



PRINTS FROM LINOTYPE SLUGS



For QUICKER—BETTER MAILING IN 1925 GET A TYPADDRESSER

A Typaddresser in your shop will facilitate mailing. You can give better and quicker service to every subscriber. Economical, efficient, and easy for you too. No skilled operators needed. Addresses over 4,000 papers an hour direct from linotype slugs on the margin of the paper through an inked ribbon. Electric driven. Guaranteed five years.

The Typaddresser will solve your mailing problem. Mail coupon today.

THE TYPADDRESSER CO.
City National Bank Building
OMAHA, NEBR.

THE TYPADDRESSER CO.
City National Bank Bldg.,
Omaha, Nebr.

Please send me complete details and prices on the Typaddresser.

NAME.....

CITY..... STATE.....

PUBLISHERS' AD PAD

(CONTINUED FROM PAGE 38)

NEW AGENCIES

Advertisers' Service Co., Cincinnati, O.—L. S. Murdock.
Craftsmen's Service, Milwaukee, Wis.—Direct-by-mail advertising business; production counsellor, W. D. Pennypacker.
Cross & LaBeaume, Inc., New York, N. Y.—J. Frederick Cross, Jr.; E. Irving LaBeaume.
Daisy Tupper-Nichols, Osage, Iowa.
David-Taliaferro Co., Kansas City, Mo.—Leslie C. David; George J. Taliaferro.
Francis K. Glew, Grand Rapids, Mich.
Joseph E. Hanson, Newark, N. J.; New York, N. Y.
Harrison-Rippey Advertising Co., St. Louis, Mo.—President, Milton S. Rippey; vice-president, Robert H. Isaacson; secretary-treasurer, E. K. Harrison.
Patz & Elmer, Baltimore, Md.—Harry J. Patz; John Elmer.
Carl Reimers Co., Inc., New York, N. Y.—Carl Reimers; H. Bauer; Boyden Sparkes.
Steddiford Pitt Co., New Haven, Conn.

AGENCY CHANGES

S. S. Bowman, Ltd., Montreal, Can.—Branch office opened at Buffalo.
Brennan-Eley Co., Chicago, Ill.—C. V. Dugan becomes space buyer.
Frank M. Comrie Co., Chicago, Ill.—Offices moved to Straus Bldg., 310 S. Michigan Ave.
James Fisher Co., Ltd., Toronto, Can.—Bought Montreal business of Smith, Denne & Moore, Ltd., Toronto, Can.
W. N. Gates Co., Cleveland, O.—A. R. Madigan appointed secretary-treasurer succeeding C. A. Gates.
Heer-Miller Co., Columbus, O.—C. M. Beecher appointed production manager.
Hyskell, Inc., Portland, Ore.—Formerly Frederick Hyskell & Son, Inc.; reorganized.
H. E. Lesan Advertising Agency, New York, N. Y.—Branch office opened at Hillsboro Hotel, Tampa, Fla.
Mitchell-Faust Advertising Co., Chicago, Ill.—Interest acquired by John A. Dickson.
Schiele Advertising Co., St. Louis, Mo.—E. H. Lischer appointed space buyer.
Smith, Denne & Moore, Ltd., Toronto, Can.—H. M. Tandy elected president; John Cooper vice-president.
W. I. Tracy, Inc., New York, N. Y.—Lawrence L. Shenfield becomes president; Irwin Tracy, vice-president and treasurer; Arthur S. Garrabrants, secretary.

LOOKING THEM OVER

TRY AND FIND IT!—The Salem (N. J.) *Standard and Jerseyman* encourages readers to scrutinize the ads more carefully by hiding names of 20 persons among each week's ads. Readers who find their names get free tickets to a local theater at the office of the paper.

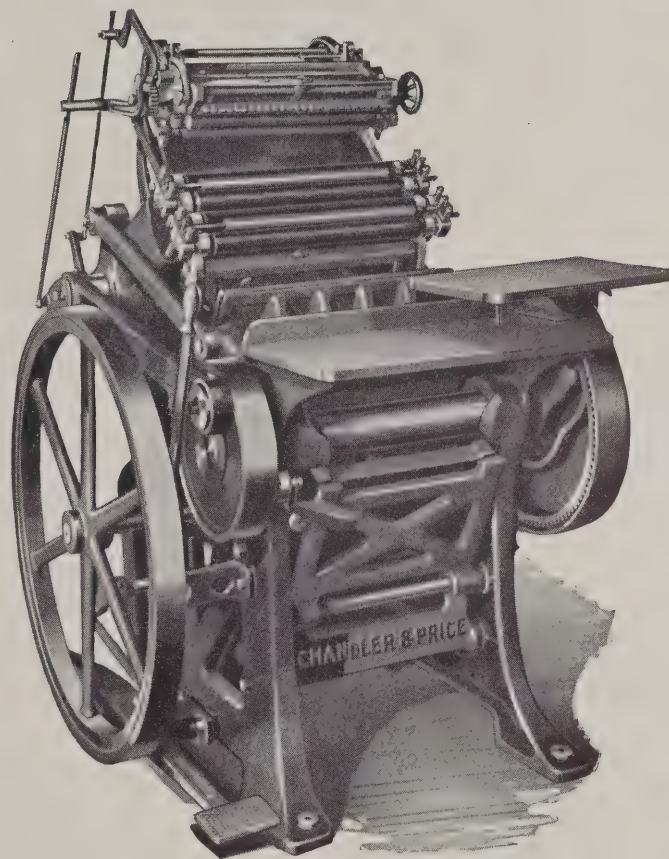
USES SPACE TO SELL ADVERTISING—The Calumet (Mich.) *News* is untiring in unusual efforts to increase its advertising from issue to issue. One successful method is that of publishing 3-column, 10-inch ads in the paper giving a straight-from-the-shoulder talk on why merchants should use the Calumet *News* as an advertising medium.

WHO OWNS THIS FARM?—The Waupun (Wis.) *News* ran a picture of a group of farm buildings with an offer of two six-month subscriptions to be sent to the first one to report correctly the owner of the farm pictured. The following week the winner was announced, accompanied by a description of the farm and the methods which made it successful.

REPRINTS EDITORIALS IN BOOKLET—Editorials in the Chicago (Ill.) *Comet*, a weekly issued in the interests of "a greater South Shore," were so effective in clearing out the graft in municipal government, that requests for reprints of the editorials were numerous enough to justify reprinting them in a booklet. The editorials are models for straight thinking, straight shooting and forceful use of paragraphs, sentences and words.

The Chandler & Price Printing Presses

8x12 ~ 10x15 ~ FOUR SIZES ~ 12x18 ~ 14½x22



THE CRAFTSMAN ~ 12x18 ~ WITH ITS WONDERFUL DISTRIBUTION SYSTEM

WE CARRY all sizes of CHANDLER & PRICE PRESSES in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, write, telephone or wire your requirements, including motor equipment, to the nearest AMERICAN TYPE FOUNDERS COMPANY Selling House

Selling Houses Located in the Following Cities:

BOSTON
NEW YORK
PHILADELPHIA

RICHMOND
BALTIMORE
BUFFALO
PITTSBURGH

CLEVELAND
CINCINNATI
ATLANTA
CHICAGO

DETROIT
ST. LOUIS
MILWAUKEE
MINNEAPOLIS

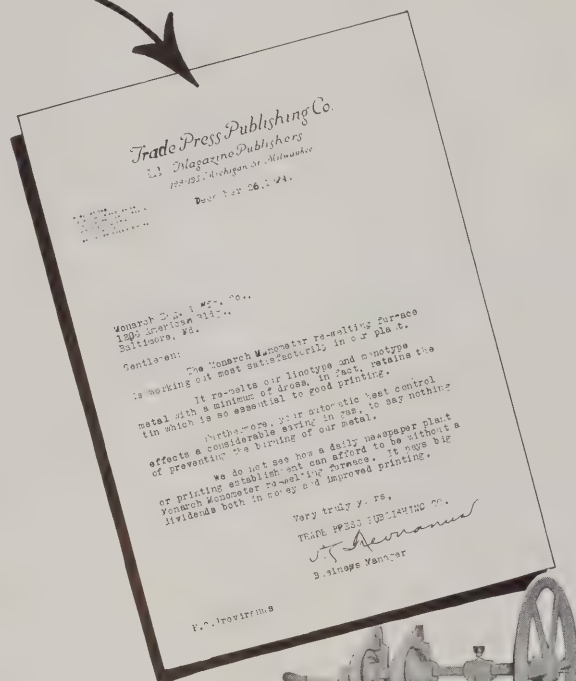
KANSAS CITY
DENVER
SAN FRANCISCO
SPOKANE

PORTLAND, ORE.
LOS ANGELES
WINNIPEG

AMERICAN TYPE FOUNDERS COMPANY

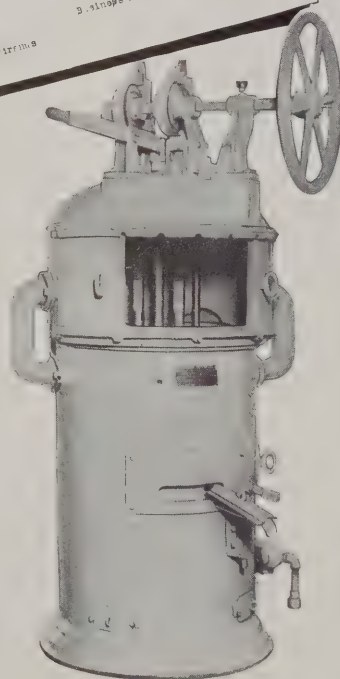
A letter of Interest to Newspaper Plants

The saving in fuel and dross
will pay cost of "Monometer."
It is built to last a lifetime.



The "Monometer" is built in standard sizes of 500, 1,000 and 2,000 pounds and up to 5 ton capacity.

Water cooled molds mounted on carriages are supplied to meet the requirements of your plant.



Write for Catalog "N" and List of Users.

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

The 'NPJ' Viziter

NEWS LETTERS, bulletins, mail to the editor, visits of salesmen and readers, trade announcements, and so on, furnish the material for this department, intended as a mirror of current trade subjects, sweetened by a few squibs by the editor or his shears. Contributions useful to Readers of "NPJ" are welcomed.

MAY YOU, this year of 1925 and thenceforth during all your days, ever learn more new words of the language of affection, know finer rewards from eyes that sparkle the happiness you have helped to make for them, feel increasingly the quick pressure of many a grateful hand, and find you are warm in the hearts of friends. This is the New Year's wish of THE "NPJ" Viziter.



THE PRINTER'S ALBUM, Challenge Machinery Co., Grand Haven, Mich.—The January issue shows a change-over from the old standby, *Caslon*, to the beautiful *Garamond Series*. The 1925 issues, beginning in February, will have new cover features depicting various operations in the manufacture of the many "Challenge Creations for Printers." The 1924 and previous issues have invariably been appreciated at this desk of "NPJ" as very practical publications and good to look upon.

F. P. ROSBACK CO., Benton Harbor, Mich.—A mail circular just received is not only a fine, illustrated listing of the perforators made by this company, but a reading gives many tips and hints on the values and utility of the devices in the daily business of the printing house. The line shown is comprehensive in meeting all classes and sizes of needs.

REAL "SIGNS" ON THE MACHINE—The Linotype Company, according to its *News*, is now prepared to make promptly fac-simile signature matrix slides in any point size or width embraced in the wide range of the Linotype. Signature slugs

C. V. Hindner
C. V. Hindner
C. V. Hindner

can be cast as readily as any line, new for each job, as many as needed, no storage space required. Another step in non-distribution operation, including tickets and similar forms of printing work.

HYLO ENGLISH FINISH, Kimberly-Clark Co.—Specimens going to the trade demonstrate the ability to take 133-line half-tones, uniform ink absorption, rapid drying and maintenance of color values. The circular also has another sermonette on "The Value of Quality": "The voice of quality has an endless tongue. It speaks in many languages; sometimes, even, it speaks without language. * * * Behold! What a feeling of pride, if it is you that contributed, in whole, or even a wee bit of part, in its construction."

FALSING PRODUCTS CO., New York—A folder shows models of this firm's numbering machines in ensemble and in parts, setting up the facts behind the claims of low plunger construction and other important points.

HOPPINGER NEWSPAPER FILE—The Hoppering File Co., Cleveland, makers of loose leaf products, has just issued a mailing piece which gives many good pointers on handling current files in the newspaper office, illustrating the word and picture that "it's easy to file with the Hoppering". The elimination of inconveniences of the filing as "it used to be done" is pointed out.

(TURN TO PAGE 44)



ROUSE Newspaper Bases, ROUSE Rotary Miterers, ROUSE Hand Mitering Machines and ROUSE Lead and Rule Cutters are Quality Standards in Good Newspapers

In Canada:
Rouse heavy products
sold exclusively by
Toronto Type Foundry Company, Ltd.
Toronto, Montreal, Winnipeg, Regina.

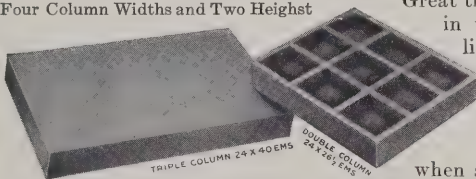
Where is there
a good printer who
does not use a
Rouse Composing Stick?



"Challenge Creations" for Printers

Challenge Cast Iron Newspaper and Stereotype Bases

Four Column Widths and Two Heights



Great time-savers
in the handling of unmounted electros, halftones and zincs

when stereotyping. No hooks or catches are necessary. Plates are simply laid on top when ready to stereotype. Accurately finished to height, .759 or .853. The .759 height will work with the standard patent block base. Made in standard one, two, three or four column widths, 3 to 36 em lengths, and in labor-saving sizes from 3 x 4 to 10 x 50 ems pica.



Mercantile Addressing Machine

Especially adapted to newspaper, periodical and envelope addressing. Prints the address directly on the paper, wrapper or envelope. Uses any size of type, monotype or linotype slugs. Galleys hold from 50 to 100 or more addresses, according to size of type used. Operator has both hands free for feeding. Postmasters approve the Mercantile.

SEND FOR CIRCULAR AND PRICE

*Speed is limited only by skill of operator
A boy or girl can run it
No chance for errors
Foot power*

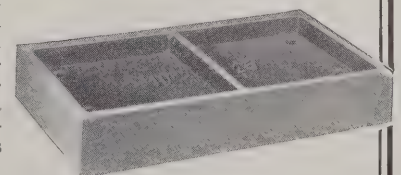
Challenge Proof Press (The "Old Favorite")



Made in two styles (with or without Iron Stand) and three sizes. Built to give the best possible lasting service. The roller is extra heavy and makes only one revolution from end to end of bed. Roller covered with best quality felt blanket.

Challenge Labor-Saving Iron Furniture

The Strongest Iron Furniture Made



Made from highest grade of fine-grained castings, mico-ground to point system accuracy. Note the cross-braces, giving extra strength and finger-hold. Each piece has holes for drainage.

Send for Literature on Other "Challenge Creations."

Sold by All Dealers in Printers' Supplies

The Challenge Machinery Company Main Office and Factory, Grand Haven, Michigan
Chicago, 124 S. Wells St. N. Y., 220 W. 19th St.

No More "Snowed In" Classified Mediums!

It's always been easy for classified staffs to accept January and February as months of low production—and "wait till Spring."

But now the Ben Franklin Thrift Sale ties up with the start of the National Thrift Season and gives new impetus and new volume to the merchandise columns of progressive mediums during the winter months.

This new companion campaign to our nationally promoted Shop-o-scope Christmas plan is the most attractive we have ever put out. Nineteen strikingly illustrated, hand-lettered pieces of publicity (in mats), a distinctive salesman's portfolio, illustrated three-color window poster and price cards for dealer distribution, hundreds of ready-written ads, complete sales helps and plans make it a promotion feature that you cannot miss.

The time is short. Write or wire us *at once* and we will send on the campaign for your immediate inspection!

THE BASIL L. SMITH SYSTEM, INC.
International Classified Advertising Counsellors
Otis Building Philadelphia

Measure the Value

Of A Trade Paper
— TO YOU —
Not Only by Its
News and Features
But Also by the
QUALITY OF ITS
ADVERTISING

"NPJ"
Stands on This Test!

THE "NPJ" VIZITER

(CONTINUED)



LINOTYPE ENTERTAINS GERMAN DELEGATION

Front row: I. F. Scheeler, New York; J. T. Mackey, New York; Kurt Broschek, Germany; Hans Heenemann, Germany; Otto Sauberlich, Germany; Otto Boll, Germany; Heinrich Droste, Germany; Siegfried Weber, Germany; L. H. Potter, New York. Second row: Frederick Cramer, Germany; Kurt Woelck, Germany; A. M. Fardee, New York; Otto Maehr, New York. Back row: Wilhelm Korn, Germany; Norman Dodge, New York; Fritz Bagel, Germany; Alexander Oldenbourg, Germany; Eugen Kemmerling, Germany; Mr. Abrams, New York; C. A. Hanson, New York; S. C. Neilsen, New York. (Herr Heeneman has passed away since returning to Germany.)

◆ ◆ ◆

AUTOMATIC HANDLING OF "STOPS"—This feature of the Elliott Addressing Machine is illustrated in a new mail folder. Its purpose is to show how to "eliminate 14 out of 18 operations in your mailing room."

A PRIMER, S. D. Warren Co., Boston—This is a novel text, one of a series of booklets on various subjects of interest in the selling of fine printing. It takes up the "people who help or hinder sales" and gives another practical warning against submitting to the tendency of some customers to "try to save on paper stock."

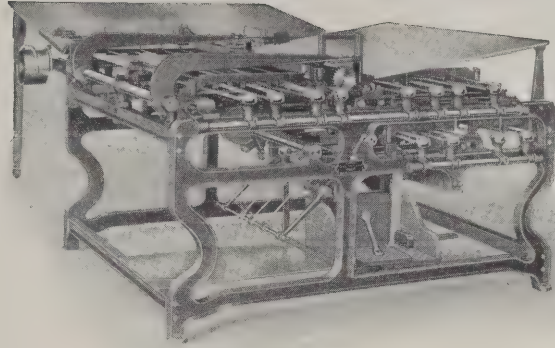
APPRECIATED—The most attractive and in many respects the handiest telephone index, comes from the *Miller Saw Trimmer Co., Pittsburgh, Pa.* It attaches to the base of the desk telephone in such a way that "it doesn't gum up the stuff" on one's desk. Numbers of persons or firms often wanted quickly have alphabetical places. The branch offices and the big line of the Miller company are directed on one of the leaves. The entire job was printed and die-cut, four cards up, on Miller feeder-equipped presses.

GOSS STEREOTYPING MACHINERY—A veritable rainbow in color, and a regular manual on the subject, is a series of flyers from the Goss Printing Press Co. The series is carried out in a very unique color scheme. The illustrations show every detail of the various stereotyping equipments available at this big house. There are a thousand and one questions to be considered in studying such machinery—and they are answered as one goes along through the various pieces. It tells what the machinery does to an extent that includes all the necessary facts to consider in equipping either an old or a new building, including weights, areas, and so on. The collection also forms a checking list of time and money-saving equipment which belongs in the plant that is alert for true economy.

THE SPECIFICATION CHART—The American Writing Paper Company's undertaking, bearing that name, (reviewed in "NPJ" some months ago) has been issued to the amazing number of 180,000, according to a report reaching this department. There surely is an increasing appreciation of the educational and constructive efforts of those who make and sell what the printers and publishers use, manufacture and resell.

COLOR INTERPRETATION—A chart with the name of the American Printing Ink Co., is a very simple but complete record of the effects of an infinite variety of color correlations. It should help to encourage selling more color printing to "one-color customers."

MENTGES No. 2 NEWSPAPER FOLDER



Mentges Newspaper and Periodical Folders represent a manufacturing ideal—real folding machine service at minimum cost.

Mentges Folders are not experiments. Hundreds are in operation in Newspaper Plants throughout the country. The No. 2 machine shown in the illustration has been continuously manufactured since 1916.

This machine is accurate, efficient, easily adjusted and very substantial. Will handle periodicals as well as Newspapers. Very moderately priced. The ideal installation for the smaller Newspaper Offices.

There is also a complete line of Mentges Circular, Job and Book Folders, ranging in size from 12½ x 19" to 25 x 38".

Write for full details.

THE MENTGES FOLDER COMPANY
SIDNEY, OHIO

"BUILDERS OF PROFITABLE FOLDING MACHINERY"

Advance Notice

THE two heavy italic display lines of this advertisement are set in 36 point Ludlow Black Italic, the first italic typeface of this general character ever made. It has been designed by the Ludlow company to meet the demand for a companion face to Ludlow Black, which is meeting with great popularity and which is now complete in the 18, 24, 30, 36 and 48 point sizes.

Ludlow Black Italic

Extreme boldness of face and close fitting of individual characters have much to do with the strength of this face. This effect in italic on a thoroughly practical basis is made possible by the exclusive Ludlow method of cutting italic faces on sloping matrices. Only this method could give the

characters the necessary close-fitting, full-kerning effect with no kerns to break off, but with the firm support necessary to insure good printing.

Ludlow Black Italic matrices will be ready for delivery in May, 1925. Orders will be filled in the order of their receipt.

The Ludlow System of matrix composition provides new, clear-cut printing faces on slugs for every job. Its speed, versatility, 6 to 60 point range in a wide variety of quality typefaces, including bold and extended, ranks it first for job and display work. Because you set matrices, not type, you secure your slug lines immediately, never running short of sorts for any job.

Ludlow Typograph Company

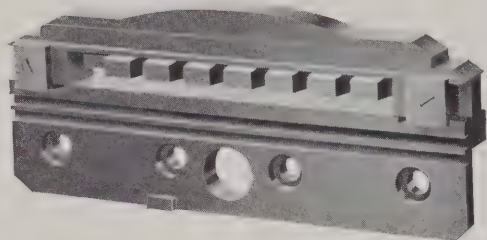
2032 Clybourn Avenue

CHICAGO

San Francisco
Hearst Bldg.

New York
World Bldg.

Stevenson Furniture Mold Casts Limitless Base and Spacing Material



Can be installed on head letter Linotype or Inter-type in ten minutes. Extra parts necessary for other models furnished with equipment.

Write for Special Offer

Readers of N. P. J. ordering equipment during January will receive a special discount.

Manufactured by

Ashton G. Stevenson, Inc.
859 North Franklin St.
Chicago

THE "NPJ" VIZITER (CONTINUED)

ALL KINDS OF MECHANICAL ADDRESSING, *The Speed-automatic Co., Chicago*—In very few pages, this folder-booklet tells a complete story of this company's product and its uses to the publisher-printer. A list of leading users shows big-leaguers in the newspaper and magazine fields. The commercial printing-plant angles are also covered. The illustrations are exceptionally well devised to tell the important points in the story of the Speedautomatic.

SH!SH!SH!

SH!SH!SH!

This Is To Announce
That On Nov. 16th,
A Dear Little

BABY

Carol
Ruth
Jones

Arrived At
357 West 121st St.
Blue Island, - Illinois

SH!SH!SH!

SH!SH!SH!

WHEN JOHN STORK VISITED THE HOME OF
MYRON S. JONES, EDITOR OF THE BLUE ISLAND
(ILL.) SUN STANDARD

What do Your Records Show? Why He Raised the Rate

A Timely Lesson at the Harvest Season for Country Newspaper Advertising Success

THE publishers of one of the best weekly newspapers in the state recently advanced the price for advertising space from 20 cents per inch to 30 cents per inch. Business has been good during October and November. Sixty per cent of the newspaper space has been sold for advertising yet the cost system figures show that the space has been costing about 31 cents per inch. The paper was prevented from showing a loss by good revenues from subscriptions.

I wonder if a lot of publishers would not be surprised to know exactly what their advertising space is costing them. Wouldn't it be a good thing to know? Many of them think they are charging all the traffic will bear and let it go at that.

The remedy for the situation cited above is not necessarily a higher rate. *More advertising will turn the trick. It doesn't cost any more to fill a newspaper with advertising matter that it does to fill it with good reading matter.* The cost of an issue of an eight page newspaper does not vary in keeping with the amount of advertising space or the amount of reading matter.

So the cost system which reveals the cost of the sold inch ought to be not only a spine stiffener but it ought to be an accelerator to the advertising salesman or saleswoman.

This is the harvest season in the advertising field for country newspapers. If you cannot put your advertising on a profit earning basis this month, then the chances are that you will show a loss in each of the other months of the year. What do your records show?—W. H. B. in W. P. A. Howler.

SEYBOLD CUTTERS TRIMMERS AND DIE PRESSES



TRADE MARK

Cline-Westinghouse Interchangeable Electric Motor Drive

FITS ANY MODEL TYPESETTING MACHINE
AND IS INTERCHANGEABLE

Write Us for Further Details

CLINE ELECTRIC MFG. CO.

MAIN OFFICE
FISHER BUILDING
CHICAGO

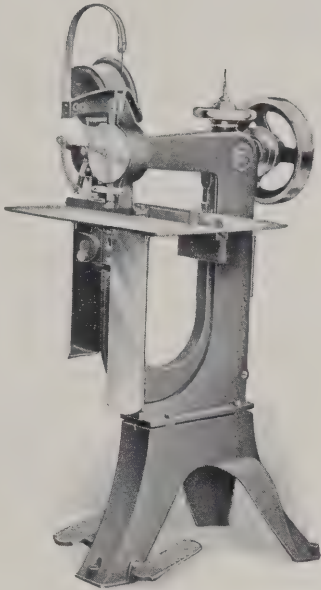


EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK

Mostly For and About Women of the Oranges and Maplewood

HOW THE SOUTH ORANGE (N. J.) RECORD DEPARTMENTIZES
WOMEN'S NEWS AND FEATURES

The BOSTON ~ A WIRE STITCHER WITH A REPUTATION



No. 4 BOSTON Wire Stitcher

Since 1903 the No. 4 BOSTON WIRE STITCHER has been actively on the market and thousands have been sold.

It was the first wire stitcher designed with *single adjustment* for all working parts and instantly became popular because of this important labor and trouble saving feature.

No. 4 BOSTON is still one of our best sellers. Installations made more than twenty years ago are in daily satisfactory operation.

AMERICAN
TYPE FOUNDERS COMPANY

General Selling Agent

SET IN GUDY CATALOGUE AND ITALIC TEAGUE BORDERS

Concrete Evidence For Manufacturers That "NPJ" Advertisements Are Read !!!

Here are a few unsolicited comments
taken from letters received by "NPJ"

We read the trade advertising in the "NPJ" religiously.

I read the "NPJ" from "kiver to kiver" and I put my faith in the things advertised therein.

We find the printing equipment ads in "NPJ" very valuable.

You have an up-and-a'comin' journal and we do not think national advertisers can afford to pass you up.

Any one issue of your valuable Magazine has been worth three times its price to me — and I enjoy reading the ads.

I read the ads as carefully as I do the rest of your valued magazine.

I read the "NPJ" with interest — especially the ads.

Read all the ads in the "NPJ".

Read the ads in your journal every issue. Consider it a practical trade journal.

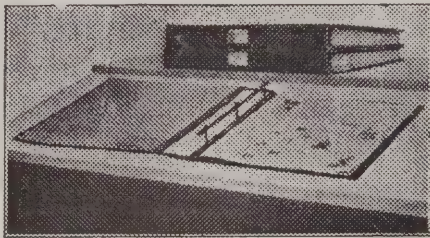
I read the "NPJ" religiously — advertisements and all.

The ads in "NPJ" are usually looked over first by the undersigned—and then the content pages.

The "NPJ" Enjoys Remarkable Reader Interest
This Makes It a Valuable Advertising Medium For You!

Hoppinger's Ideal Newspaper File

Used by Newspapers,
Agencies and Advertisers



Has these advantages:

Easy to use. Takes only a few seconds to insert newspapers. No lacing. No holes to punch. No measuring. No chance for it to go wrong.

Will hold papers to a thickness of three inches or more and permit ALL of any page to be easily read.

No sharp corners or exposed metal to scratch furniture or clothes.

And the covers lay flat when opened!

\$4 each. Less in quantities of six or more. Ask us to send one on approval. Binders for all publications our specialty.

Hoppinger File Company

118 St. Claire Ave., N. E.

Cleveland, Ohio

Don't "Try" Another Feeder
When You Know

The Margach

Will Make Good

Advantages

Low priced as compared to value; greater production; perfect slugs; economy in consumption of gas; uniform temperature of metal; great saving of time in repigging and feeding; 10-year guarantee; never out of order; no overheating or leaking; simply constructed; no trouble to operate.



MARGACH METAL FEEDER

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price \$75.00 Each

Additional molds \$2.00 each
Watercooled Molds: set of 4, \$100.00;
set of 6, \$150.00.

A Trial Will Convince
You

MARGACH MANUFACTURING COMPANY
213 Centre St., New York City

Casting Box "Tricks"

A Novel and Complete Manual on
Making it Pay Through Efficient
and Safe Handling of Advertising
and News Mats

STEREOTYPING MADE EASY, *The Bonnet-Brown Corporation, Chicago, Advertising Service for Publishers and Printers*—Here is a manual on handling the casting box! It leads off with the advantages of being able to do one's own stereotyping. The chief ones stated are the increase of local and foreign advertising lineage, and improvement in appearance of the paper. All the alleged griefs of "casting one's own" are analyzed, classified and answered, more so than one would believe to be possible—and more than would be possible for anyone who has not been through the mill, *clear through!* Copies of this manual may be had for the asking, while they last. Every point is illustrated. It is such exemplary jobs as this booklet that will do much to not only solve the problems of the smaller publisher as to advertising lineage, but actually bring comfort and content to many a printer-journalist. The booklet answers the questions of how to cast perfectly, to cast type-high on wood core, to mount when casting, to make permanent core backings, to make tint blocks, and to make special designs.

RING BATTLES OF CENTURIES, by *Thomas S. Andrews*,

Tom Andrews Book Co., Milwaukee.—The veteran newspaperman and prime factor in some of the notable square-ring matches of the past 25 years, has published a "blue book of all sports," including a complete history of boxing from the dawn of history to date. It will no doubt find its way to the desks of all sporting editors of the older school, and those younger ones who report sports for the sake of true followers, rather than the superficial "sport-feature". Tom Andrews is the one sporting editor that we know who looks a lot more like a wise, poised business man than a "sport"; who never has been known to use slang, tobacco or profanity. He has followed the square-ring into all parts of the globe, and put many a fighter back on the straight and narrow. The book represents a life-time of effort and application.

NEWSPAPER LAW, by *Wm. W. Loomis, Citizens Publishing Co., LaGrange, Ill., (publisher of six community newspapers); Porte Publishing Co.*—An authoritative reference book as applied to a publisher's rights and limitations in the conduct of his newspaper. It tells what constitutes contempt and libel. The laws pertaining to lotteries, and to copyrights and postal regulations, are also quoted and defined, and the publisher's rights in relation to subscribers, advertisers and public officials are freely discussed. The author says: "It has not been the purpose to write a text book but to compile a digest of court decisions for quick and ready reference, giving specific and authentic information on the rights and privileges of publishers, the restrictions placed on their business, and the court's interpretations of many points."

SPACE BUYERS' GUIDE, by *Editor & Publisher Co., New*

York—The December 13 issue of this weekly includes a 263-page book with condensed standardized surveys of 1,200 cities and towns of the Continent where daily newspapers are published, useful to advertisers and merchandisers. Each city's population, schools, churches, banks, theaters, industries, residential features, retail districts, etc., are included, both figures and facts. The book is very valuable and complete, and those who did its work deserve congratulations for their painstaking and thorough job.

AN INVESTIGATION OF PROOFREADERS' ILLUSIONS,

by *Harold R. Crosland, Ph.D., Assistant Professor of Psychology, University of Oregon, Eugene, Ore.*—A complete statement of the scientific research on this subject, which continued over a long period. All charts and tabulations are included. Two articles in "NPJ" within recent months covered some of the more immediately pertinent points brought out by the investigations of Dr. Crosland, and have created nation-wide comment.

WELL FED—The appealing title comes onto the desk at the holiday period, upon a beautiful circular. It demonstrates color and register work of *Dexter and Cross Feeders* as done with some of the fine fashion and society magazines.

Colored and Black

INKS

for Every Purpose

FAMOUS
GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

CHICAGO
BOSTON
KANSAS CITY

CINCINNATI

PHILADELPHIA
ROCHESTER
DETROIT

MINNEAPOLIS
DALLAS
MILWAUKEE

London Office,
23 Farringdon Avenue,
London, E. C. 4

Cable Address
"Bakando"
New York

SURPLUS PRINTING EQUIPMENT

"Used but Good"

— Special for This Month —

Hoe 12-page Web Press, printing papers of 4, 6, 8 or 12 pages, 22 $\frac{3}{4}$ -in. long, equipped with *complete* stereotype equipment, speed 10,000 per hour. Guaranteed first-class condition at low price. Wire or write for details and price.

*Send for Our Complete List, No. 44,
of Surplus Equipment*

BAKER SALES COMPANY
200 Fifth Ave. New York City

Start Now!

**You Can Win--
\$4,000 in Prizes!**

1925 Membership Campaign

276 Prizes

Will Be Distributed Without Reservation
During the Fortieth Annual Convention

of the

National Editorial Association
At Richmond, Virginia
in June

You Do Not Need to Attend the Con-
vention to Participate in This Campaign.

*Write for Membership Blanks
and Details*

H. C. HOTALING, Executive Secretary

National Editorial Association
131 East Sixth Street Saint Paul, Minn.

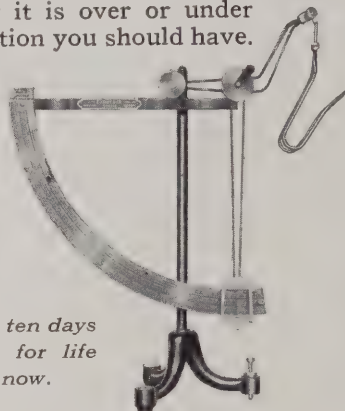
Is Your Print Paper Over or Under Weight?

Newsprint represents the largest single item of expense entering into the production of a newspaper. Are you checking the weight?

The Cady Scale

is a patented instrument which provides a simple and accurate method for testing a small sheet of paper from each roll to determine whether it is over or under weight—information you should have.

With the CADY SCALE you can have a daily report on every roll stripped in your press room.

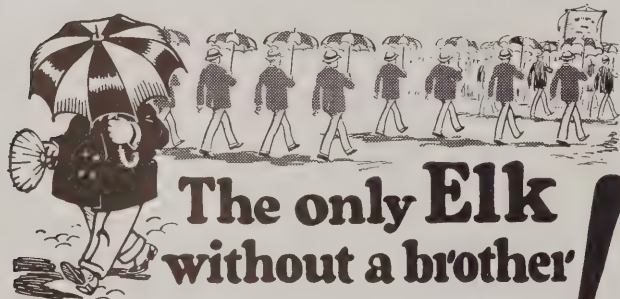


All goods sent on ten days approval. Write for life size circular now.

E. J. Cady & Company

549 West Washington Blvd.

Chicago, Illinois



The only Elk without a brother!

GET the samples and we believe you will agree that our "Elk" grade stands absolutely alone in envelope values.

In color it's one of the best whites you have looked at. It is unusually strong and full-bodied, with every appearance of a bond in the 24-lb. weight and a ledger in 28-lb. Yet its price is way down from the bond and ledger class.

And how the gum sticks! In this respect alone "Elk" will cut out—completely—one of the worst of envelope troubles.

We consider ourselves mighty fortunate to have this triple star item in our Price List No. 27 which will come to you—with any desired samples—on request.

Learn about "Elk" today.



South Water from Clinton to Ferry Sts. Milwaukee Wisconsin

Says It's a Nursing Job, Too.

LETTERS FROM "NPJ" READERS

F. E. FARRELL, *Publisher*, 2815 N. Newton avenue, Minneapolis—"Continue to find what we—they—want, just as you are doing. Feed us what you see we need; and, as a good nurse, make us swallow it.

"In reply to the questions, 'You publishers sell display advertising. Do YOU really believe it pays? But, how can anyone prove it?' I may say that good advertising always pays. It means, first, sufficient size to catch attention, ability to impress and cause desire, and continuity to lead to a sale—it must be sufficient to establish confidence by being in a respectable journal among other good advertisers. The goods must be as good as advertised."

LEN W. FEIGNER, *Nashville (Mich.) News*—"In connection with my renewal, enclosed, I just want to add that it would be mighty hard for me to suggest any improvement in "NPJ", as it now is and has been. Am a busy chap, but find time to read most of it every month, and I wouldn't do that if it wasn't mighty interesting."

HAL E. HOSS, *President, Oregon State Editorial Assn., Oregon City, Ore.*—"It appears to me, from long study of all the trade publications, that your magazine is the most practical and helpful of them all in business management, and these symposiums you are pulling are great stuff. A year or so ago you carried an article covering the distribution of the 100 per cent income of a newspaper plant, and also the sources of income; the figures, I believe, being based on averages taken from the Inland Daily Press Association. * * * I learn much from such compilations, and I can trace definite and profitable results to actions taken by me after studying your averages in that article last year. I have often thought of writing you and expressing my appreciation for the splendid way you are getting the stuff out.

GEORGE D. LINDSAY, *President, Inland Daily Press Association, Marion, Ind.*—"I wish to congratulate you on the manner in which the PRINTER-JOURNALIST is stepping out. You are certainly making a splendid magazine of it."

CHAPIN D. FOSTER, *Editor and Publisher, Grandview (Wash.) Herald*—"I thoroughly enjoy "NPJ". It gets better every month, it seems to me. I always find much in it for the practical side and also for the inspirational side, which to my mind is equally important."



NEW ENTERPRISES, OFFICES AND PLANTS

Arcadia (Calif.) News.
Elmhurst (Calif.) Herald.
Fillmore (Calif.)—B. De Hoyas established Spanish weekly.
Oxnard (Calif.) Daily Tribune.
San Leandro (Calif.) Cherry City News.
Silt (Colo.) Record.
Center Hill (Fla.) Flashlight.
Hymera (Ind.) Rambler.
North Vernon (Ind.) Jennings County News.
Conway (Ia.) Record.
Ridgeway (Ia.) Herald.
Seneca (Kans.) Times.
Dundee (Mich.) Post-Crescent.
Owendale (Mich.) Pigeon Progress—George Shaw.
McCone (Mont.) County Farmer.
Ceresco (Neb.) News.
Lyman (Neb.) Enterprise.
Binghamton (N.Y.) Morning Sun.
Littleton (N.C.) Little Dispatch—Weekly.
Pingree (N.D.) Record.
Lima (O.) Morning Star.
Hastings (Okla.) Helmet.
Inola (Okla.) News.
Meeker (Okla.) Herald—A. O. Leamon.
Appleton, Wis.—R. A. Simmen to open printing shop.
Fish Creek (Wis.) Door County Farmer and Fruit Grower.
Union Grove (Wis.) News.
Pavillion (Wyo.) Press.



ADDITIONS, REBUILDINGS, NEW HOMES, NEW EQUIPMENT

St. John (Ariz.) Herald—Moved into new building.
Richmond (Calif.) Independent—Erecting new building.
Belding (Mich.) Banner-News—Now have new home.
Fremont (Mich.) Times-Indicator—Bought job shop of Liddle Printing Co.
Austin (Minn.) Daily Herald—Completed improvements to plant costing \$10,000.
Linden (N.J.) Observer—Moved into new home.
El Reno (Okla.) Daily Democrat—To move into Menger building.
Dalhart (Tex.) Texan—To construct new 3-story building.
Salt Lake City (Utah) Deseret News—3-story building added to plant.
Sheboygan (Wis.) Press Publishing Co.—Capital stock increased from \$100,000 to \$200,000.



SOME OF THE USES of the Cadillac Portable Electric Blower

Equipped with Norma Ball Bearings Requires no oiling

"We use it on press folder to get the 'paper dust' out, and find it O. K."

"We use it to keep dust out of our type cases."

"We use it to blow dust from the keyboards, magazines and motors."

"We use it to keep our electric motors clean and efficient."

"After the linotype machinist and pressman are through with it, our janitor uses it to remove dust and dirt from radiators and other places difficult to clean in ordinary way."

Descriptive folder giving price, names of users, etc., supplied on request.

CLEMENTS MFG. CO.

616 Fulton Street Chicago
Canadian Factory: 81 Duchess St., Toronto

SPARTAN TYPE METALS

NINETEEN TWENTY-FOUR
has been one of our greatest years in
the production and sale of type metals.



THE PRINTING WORLD
RECOGNIZES THE
SUPERIORITY OF

SPARTAN

AND WE RECOGNIZE
OUR RESPONSIBILITY

MERCHANT & EVANS CO.

SINCE 1867

PHILADELPHIA CHICAGO KANSAS CITY
NEW YORK CLEVELAND WHEELING
LANCASTER, PA.

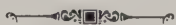
GREETING CARDS

Engraved from Steel Dies so type can
be used for adding name.



CALENDAR CARDS

to fit 6¾ Envelope in four colors of
stock, furnished with Calendar Steel
Die Embossed or printed in the regular
way. Send for samples.



**AMERICAN EMBOSSING
COMPANY**

192-96 Seneca Street BUFFALO, N. Y.



Don't "Pig" Metal

MONOMELT
SLUG FEEDER

Has eliminated the metal furnace successfully in
large and small plants. Satisfaction guaranteed.
Write for free trial offer.

PRINTERS MANUFACTURING COMPANY
706-16 Palace Bldg., Minneapolis

**Intelligent Service
Conscientiously Rendered**

MAKE MORE MONEY

A Pacific Coast Circulation Service
Salesmanship Club Circulation Building
Campaign

A SURE ROAD TO—
More Circulation — Bigger Bank Account
More Influence — Greater Prosperity
PUT IT ON — DON'T PUT IT OFF
Now Closing 1925 Contracts

During 1924 We Served 11 Publishers
the Second Time
THAT'S SERVICE

PACIFIC COAST CIRCULATION SERVICE
SELF-FINANCING CIRCULATION CAMPAIGNS
"20 Years Doing One Thing Well"
301 Bell Block Cincinnati, Ohio.

ONLY 11c A DAY



A Power Punching Machine

complete with electric motor of suitable voltage, dies, gauges, stand and 54 inch collapsible table. Built to deliver permanent service on any kind of round or loose leaf holes, we call this our

Nelson Junior Model

Less Expensive Than a Foot Power Punch

C. R. & W. A. NELSON, Inc.
227 N. Michigan Ave. Chicago, Ill.

ASSOCIATION NEWS

DATES FOR PUBLISHERS, PRINTERS, EDITORS

January, 1925

AMERICAN SOCIETY OF NEWSPAPER EDITORS, 17, Washington.
NORTHERN MINNESOTA EDITORIAL ASSOCIATION, 29-31, Little Falls.
ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES—May 10-14, Houston, Tex. Classified managers association to meet at same time and place.
NORTH DAKOTA PRESS ASSOCIATION, 16-17, Valley City.
NORTHEAST NEBRASKA EDITORIAL ASSOCIATION, 16-17, West Point, Neb.
NORTHWEST MISSOURI PRESS ASSOCIATION, St. Joseph, 23.

February, 1925

TEXAS PRESS ASSOCIATION, 6-7, Austin, Tex.
INLAND DAILY PRESS ASSOCIATION, Morrison Hotel, Chicago, 17-18. Tentative date summer meeting, June 21, West Baden, Ind. with other major regional associations.
ANNUAL NEWSPAPER INSTITUTE, University of Washington, 5-7, Seattle, Wash.
MICHIGAN PRESS ASSOCIATION, Michigan Agricultural College, 5-7, East Lansing.
TEXAS PRESS ASSOCIATION, 6-7, Austin.
MINNESOTA EDITORIAL ASSOCIATION, 20-21, St. Paul.
IOWA PRESS ASSOCIATION, 25-27, Des Moines.
WISCONSIN PRESS ASSOCIATION, 5-7, Madison.

May, 1925

ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES, 10-14, Houston, Tex., in conjunction with Associated Advertising Clubs of the World.

June, 1925

NATIONAL EDITORIAL ASSOCIATION, Richmond, Va.
MIDWEST CIRCULATION MANAGERS' ASSOCIATION, 8, Colorado Springs, Colo.
INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION, Colorado Springs, Colo.
PRESS CONGRESS OF THE WORLD, Rome, Italy, June-July, 1925.

October, 1925

NATIONAL ASSOCIATION OF STATE PRESS MANAGERS, St. Louis, Mo.

ASSOCIATION ELECTIONS

WINNIPEG PRESS CLUB—President, W. L. McTavish, Winnipeg Tribune; vice-president, Col. G. C. Porter; secretary, Fred J. O'Malley; treasurer, J. G. Letterick.

ILLINOIS PRESS ASSOCIATION—President, A. H. Gravenhorst, Effingham Review; first vice-president, W. J. Smith, Waukegan Daily Sun; second vice-president, A. L. Bowen, Springfield State Journal; third vice-president, Miss Katherine McLain, LaSalle Daily Post; secretary, H. L. Williamson, Springfield Illinois Publisher; treasurer, E. H. Childress, Wayne County Press, Fairfield.

SOUTH EASTERN NEBRASKA PRESS ASSOCIATION—President, S. W. Thuber, Tecumseh Chieftain; vice-president, M. W. Hadley, Dawson Herald; secretary-treasurer, Miss Eunice Haskins, Stella Press.

SIGMA DELTA CHI (national honorary journalistic fraternity)—National Honorary President Dean Eric W. Allen, University of Oregon School of Journalism; president, George F. Pierrot, Detroit; first vice-president, Russel R. Lord, New York, N. Y.; second vice-president, Lawrence W. Murphy, University of Illinois School of Journalism; secretary, Donald Clark, St. Louis Mo.; treasurer, Roy Trench, University of North Dakota.

SOUTHEASTERN ASSOCIATION OF CLASSIFIED ADVERTISING MANAGERS—President, A. T. Miller, Nashville (Tenn.) Banner, (chairman of the southeastern division and secretary of the national association); vice-president, Lewis J. Frenkel, Atlanta (Ga.) Georgian-American; secretary-treasurer, W. H. Clifton, Macon (Ga.) Daily News. Directors: J. R. Littlejohn, Spartansburg (S.C.) Herald & Journal; G. W. Ritchie, Memphis (Tenn.) Commercial-Appeal; George B. Morgan; J. W. Mann, Lexington (Ky.) Leader, and C. F. Mebane, Raleigh (N.C.) News & Observer.

NEVADA PRESS ASSOCIATION—President, Harold P. Hale, Elko Independent; vice-president and treasurer, W. H. Ayers, Winnemucca Silver-State; secretary, W. C. Black, Lovelock Review-Miner.

NATIONAL ASSOCIATION OF HIGH SCHOOL TEACHERS OF JOURNALISM—President, George A. Montgomery, Kansas City, Mo.; vice-president, Miss Rowena Harvey, Fort Wayne, Ind.; secretary-treasurer, John F. Mulligan, Minneapolis.

TEXAS EDITORIAL ASSOCIATION—President, June P. Miller, Houston; first vice-president, Louis J. Wortham Fort Worth; second vice-president, Mrs. Lee J. Rountree, Bryan; secretary, Hamp Cook, Houston; recording secretary, Austin Callan, Houston.

MICHIGAN PRESS ASSOCIATION—President, David E. Hubbell, Crosswell Jeffersonian; vice-president, Schuyler L. Marshall, Clinton County Republican-News; secretary-treasurer, Herbert A. Wood, Bangor Advance.

NORTHEASTERN OKLAHOMA EDITORIAL ASSOCIATION—President, O. E. Butler, Tahlequah; vice-president, Jim Biggerstaff, Wagoner Herald; secretary, Miss Cleo Starr, Sand Springs Leader.



MAKES NEWS OUT OF "WRITE-UPS"—Under the boxed title, "Among the Stores and Offices", the Westwood (N. J.) News runs the various kinds of write-ups asked by advertisers. The stories are short, well-written and usually have a human interest element. The bad taste usually present in most "editorial co-operation" is not present in these items.

REQUIRES NO HEATING!

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbings, Tipping or Mounting

SAVES 50 PER CENT IN LABOR

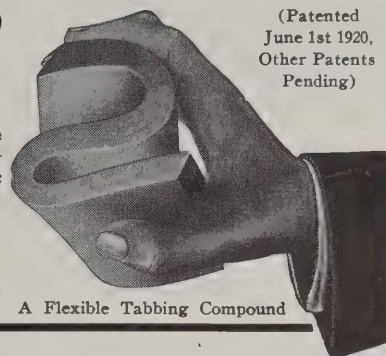
NUREX — The only Non-Inflammable Tabbings Compound on the market. **Beware of Imitations!** — **NUREX** — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

THE LEE HARDWARE CO.

Salina, Kansas, U. S. A.



(Patented
June 1st 1920,
Other Patents
Pending)

A Flexible Tabbings Compound

J. Ruesch Prtg. Mach. Co.

DEALERS IN

**New and Rebuilt Cylinder and
Job Presses and Book Binding
Machinery**

SELLING AGENTS FOR

Electric Welded Chases and other Press and
Composing Room Equipment

O. K. Paper Cutting Knives
Perforating Machines
Ortleg Ink Agitators
Folding Machines

Punching Machines
Perfection Quoins
Wire Stitchers
Paper Cutters

Proof Presses

Milwaukee, Wisconsin

THE SIMPL-O CASTER

Is a Complete

Stereotype Outfit

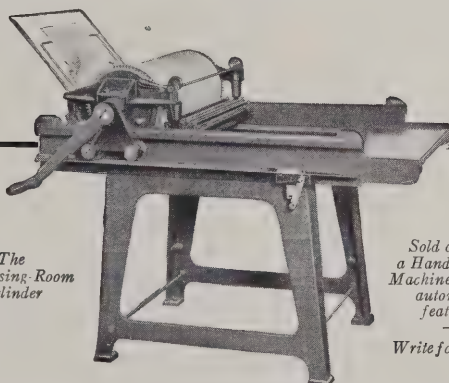
Burns Gas or Gasoline

Anyone can operate —
Casts from ordinary
mats. Hundreds of sat-
isfied users. Write for
circular describing time-
saving equipment for
the Publisher.

7250

**SOLD ON
EASY PAYMENTS**

SIMPL-O CASTER COMPANY
PARK BUILDING CLEVELAND, OHIO



The
Composing Room
Cylinder

Sold also as
a Hand Inking
Machine without
automatic
features

Write for Prices

Vandercook Rigid Bed Composing Room Presses

Are used where **QUALITY** and **SPEED** in taking
proofs are most needed.

The great majority of the major publications in the United
States and England now use Vandercook Rigid Bed Com-
posing Room Presses. These presses have been sold largely
without personal solicitation.

Prices, \$120.00 and up

The Vandercook line now includes: The No. 1 Truss Press; The No. 15
Roller Series Press; The No. 16 Roller Series Press; The No. 20 Roller
Series Press; The No. 21 Roller Series Press; The No. 17 Composing Room
Cylinder; the No. 25 Composing Room Cylinder (the Composing Room Cylin-
ders are now also made as handinking machines and are the most effective of
hand inking presses). All these presses have ground cylinders and any model
can be adapted for the use of engravers and electrotypers for testing purposes.

WRITE US FOR COMPLETE INFORMATION

Vandercook & Sons *Originators of the
Modern Proof Press*
1716-22 W. Austin Ave., Chicago, Ill.

Represented in Eastern Canada by The H. J. Logan Co., Ltd., Toronto

Release All Type in Standing Jobs!

You know the many advantages of having all type in
your standing jobs released. You can hold every job for
which you may receive repeat orders. All you have to
do is to file away the mats for standing jobs. Set your
job—mould a mat—and print from a cast of that. Du-
plicate composition from as many casts as you care to
run at one time. Mats of mast heads, headings, ruled
work, display type and complicated jobs will eliminate
all tie-up of good and expensive type. You can mould
them on a proof or hand press as well as on your job
press. The mats will not blister when the cast is made.

—HERE'S WHAT YOU GET—

The complete set, comprising molding blanket, brushes,
powder, felt packing and 24 sheets of A. F. Co. paper,
10 in. by 12 in. and complete instructions. Price \$5.00,
cash or C. O. D.

AFCO CASTERS

Casting box size 10 x 12 \$22.50. Weight 60 pounds,
not a toy.

AFCO BLOCKING WOOD

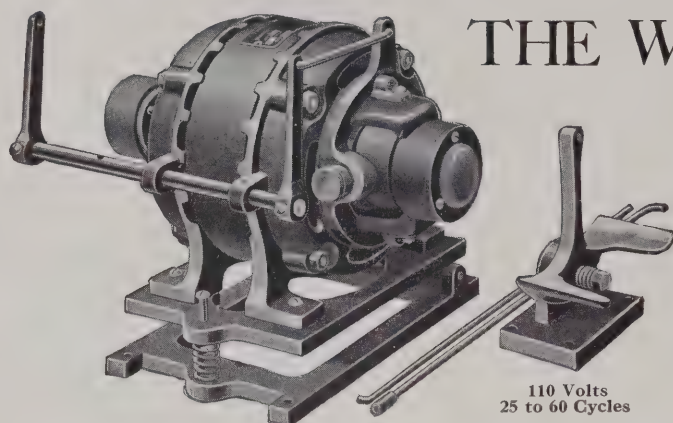
8 point plates are to be mounted on this wood.
Bundle assorted widths x 12" \$3.00, about 100 feet—

AFCO METAL POT AND FURNACE

Will hold about 30 pounds of metal giving about five
casts, \$9.50.

*All above guaranteed or money refunded.
Write for samples of mat paper.*

AMERICAN FLONG CO.
202 West 20th St. New York City



THE WARNER VARIABLE SPEED ALTERNATING CURRENT MOTOR for JOB PRESSES

Motors are equipped with double row self-aligning Ball Bearings. You want a motor that will give the least possible trouble. **WE HAVE IT**

Bearings will run at least three years before re-oiling is necessary. Brushes are long life. Printers are getting over a year's run on an average on one set of brushes.

Stop, start, decrease or increase speed with the foot. Your hands have enough work to do, let your foot do a little of it. Satisfaction guaranteed or money refunded.

WARNER ELECTRIC CO.
KALAMAZOO, MICH.

110 Volts
25 to 60 Cycles

QUALITY-SERVICE-VALUE

Embodied in All
Standard Line **TYPE** Point Set

Manufactured by
Damon Type Founders Co.
INCORPORATED
44 Beekman Street, New York

We Carry in Stock Ready for Immediate Delivery
Chandler & Price Presses, Hamilton Wood and Steel
Equipment, and Everything the Printer Requires.

Addressing Plates \$4.20 per M

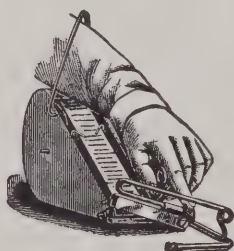
Aluminum plates weighing less than four pounds per thousand; scrap value for old metal 60¢ per thousand.

Addressing as neat as a typewriter and is done faster than any other system on the market.

We undertake to emboss customer's lists at a very reasonable price if desired.

Write for information giving full particulars of your addressing requirements.

POLLARD-ALLING MFG. CO.
Addressing, Mailing and Listing Machines
224 West 19th Street, New York City



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

What Does "ADVERTISING" Mean to Printers?

There is but one place for the printer to learn what Advertising means to his business welfare and that is in

The Printing Art

In the November number, for example, a director of printing for a large New York Advertising Agency rips away the mystery veil of obscurity which has hidden the reasons for the lack of printer-advertising.

There are examples of both good and bad printer-advertising with explanations of faults and suggestions for improvements. You may find answers to some of your own bothersome perplexities.

There are other mental stimulants in this 100-page illustrated monthly magazine which is devoted to the development of printing and printed salesmanship, and the price is but 40c (45c in Canada). Send U. S. postage or coins before the limited edition is exhausted.

The Printing Art
Dept. C
Cambridge, Mass.
Near Harvard Square

"NPJ" Classified Ads

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, \$1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

FOR SALE—MACHINERY

WEB PRESSES FOR SALE

Hoe 12-page web press; Hoe 16-page web press; Goss 16-page Junior straight line; Potter 16-page with color; Hoe 20-page web press; Hoe 32-page right angle quad; Goss half-tone and color press for comics, etc; Scott five-color press. All above presses with stereotype equipment. Campbell Multipress 8-page, from flat forms (No Stereotyping). All good outfits and all but one at very low prices. For details address Baker Sales Company, 200 Fifth Avenue, New York City.

HARRIS AUTOMATIC PRINTING PRESSES, all models and sizes, single and two-color; rebuilt and guaranteed; prompt delivery, fair prices. Konecky Bros., 252 Pennsylvania Ave., Brooklyn, N. Y.

FOR SALE—Linotypes. Model 1, \$600. (Good terms). Model 5, \$1250. Model 14, \$2650. Model A and B Intertypes. All machines sold under good guarantee. Over 30 machines for your selection, with electric or gas pots, 50 fonts of matrices; from two large plants now being sold. Other bargains. Peckham Machinery Company, (12 years Linotype sales) Plant Sale Specialists, Broadway at 34th street, New York City.

FOR SALE:—Fifty fonts electrotype display mats for monotype. Made and used by a large catalog house. Suitable for newspaper or catalog work. \$7.50 per font. Write for list. Field Typesetting, 305-5th Ave., So., Minneapolis, Minn.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

NEWS FILE SERVICE

YOU put us on your mailing list

We check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	\$5.00
Daily Six Months	\$7.00
Weekly Twelve Months	\$5.00

We are serving Publishers in all parts of the United States.

Write us for further particulars.
Monmouth Blank Book Co.,

O. J. Forman, Prop.,
Monmouth, Ill.

PRINTERS' ROLLERS

VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

Start the New Year Right

By Specifying

HORTON VARIABLE SPEED PULLEYS

For Your New Equipment

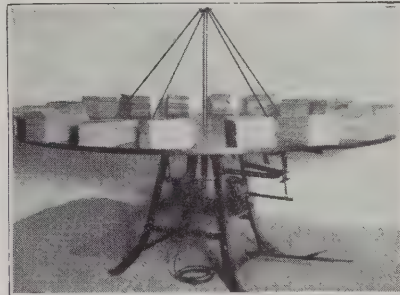
They provide—

"A Speed for every Need"

By the simple movement of a
conveniently placed Hand Lever

Your printers supply sells them

Products of the
HORTON MANUFACTURING CO., Minneapolis, Minn., U. S. A.



Rotary Gathering Table

Variable Speed, Two to
Six Revolutions per
Minute

Time and Labor Saving
Device for Gathering
Book Sections,
Single Sheets, En-
velopes or Calender
Pads.

Three Styles—Prices \$225 to \$285 F. O. B. Chicago

City Sales Room — Printing Trades Display Room — Transportation Bldg.

THE EFFICIENCY BINDER TABLE COMPANY
General Office: 12130 Eggleston Avenue, Chicago

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St.,

Milwaukee, Wis.

Saves
Eye-
sight
Strain



Cuts
Errors
50%

Particulars on Application

Matrix Contrast Corporation

33 West 42nd Street

New York City

*Your story
in pictures
leaves
nothing
untold*



*Premier
perfect plates
tell
the story
best*

Builders of Business

IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business.

It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

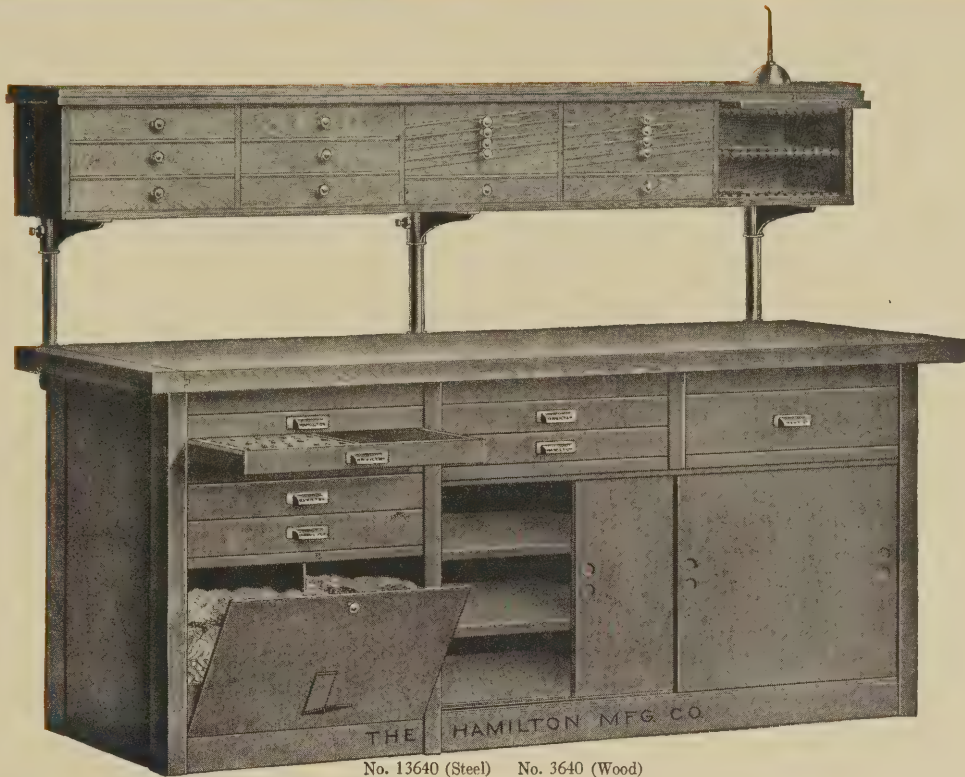
PREMIER ENGRAVING CO.

DESIGNERS
ENGRAVERS



814 WINNEBAGO ST.
MILWAUKEE, WIS.

Work Bench and Storage Cabinet



DESIGNED especially for use by the Monotype machinist. Hardwood working top (83x23 x 1 $\frac{3}{4}$ inches thick) with wooden storage section overhead on brackets which are adjustable in height. Ample storage facilities for necessary tools, parts, etc.

Contents of Base: Three drawers, each containing 56 small and 4 large wooden boxes for storage of small parts; two large drawers 2 $\frac{3}{4}$ inches deep for storage of larger parts, and two compartments, with a self-closing door, for soiled and clean rags. The center section has two large drawers 2 inches deep, each with adjustable partitions for storage of parts, and a compartment with a sliding door and two adjustable shelves, also for storage. In the right-hand section is a large drawer 4 $\frac{3}{4}$ inches deep for heavier parts, and another compartment with two adjustable shelves and a sliding door.

Contents of Overhead Section: Six drawers holding in all 18 Molds of any kind, including T and U types with extensions; eight slanting drawers for special or spare Matrices, each drawer having twenty spaces separated by $\frac{1}{16}$ -inch partitions; two drawers for holding Normal Wedges, the bottoms inclined to the left, causing the wedges to keep in position by gravity, each drawer divided into seven spaces 15 inches long. The section at the extreme right is divided into two compartments, enclosed by a disappearing door, each compartment grooved to accommodate 13 Matrix Cases placed on edge.

Height to working top, 34 in.; height overall (adjustable) about 58 in. Floor space, 83 x 24 in.

THE HAMILTON MANUFACTURING COMPANY

Eastern House: RAHWAY, N. J.

TWO RIVERS, WISCONSIN

HAMILTON GOODS ARE FOR SALE BY PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE

LINOTYPE SERVICE IS WORLD-WIDE

Agencies and supply depots conveniently located for the printing centers of the world take care of the needs of great metropolitan plants and isolated country shops alike with prompt, complete service.

There are Linotype "Service Stations" in Every Corner of the World

ALEXANDRIA	LIMA	BRUSSELS	MANCHESTER	NEW ORLEANS	PORT OF SPAIN
CAPE TOWN	MEDELLÍN	CHRISTIANIA	BRISTOL	TORONTO	SANTIAGO, CHILE
CALCUTTA	PARÁ	COPENHAGEN	GLASGOW	MONTREAL	ATHENS
HONG KONG	PERNAMBUCO	HELSINGFORS	DUBLIN	WINNIPEG	BARCELONA
MANILA	PORTO ALEGRE	LISBON	BUDAPEST	VANCOUVER	BERLIN
SHANGHAI	RIO DE JANEIRO	LONDON	BELGRADE	BOSTON	BERNE
TOKIO	SANTIAGO DE CUBA	MADRID	SOFIA	MAZATLÁN	STOCKHOLM
SINGAPORE	GUADALAJARA	MILAN	PRAGUE	MONTEVIDEO	VIENNA
MELBOURNE	MEXICO CITY	OPORTO	YOKOHAMA	ROSARIO	BOGOTÁ
SYDNEY	MONTEREY	PARIS	CAIRO	TAMPICO	BUENOS AIRES
AUCKLAND	NEW YORK	PETROGRAD	LOS ANGELES	SAN JOSÉ	CARACAS
HAVANA	CHICAGO	REYKJAVIK	HONOLULU	GUATEMALA	GUAYAQUIL
SAN JUAN	SAN FRANCISCO	ROME	AMSTERDAM		



NEW ORLEANS



SAN FRANCISCO



CANADIAN LINOTYPE LIMITED
TORONTO



CHICAGO



MERGENTHALER LINOTYPE COMPANY, BROOKLYN, NEW YORK

NATIONAL PRINTER JOURNALIST



Vol. 43 No. 2.

FEBRUARY, 1925

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Milwaukee, Wis.

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Beginning in This Issue

How to Advertise in Your Newspaper to Boost Your Circulation
Advertising and Job Work.

**Methods Used By Some
200 Publishers-Printers**

**Something Really New Every Month,
on Every Page**

**The Printers' and Publishers'
Experience-Exchange**

The New AUTOMATIC AIR-FEED for The BAUM FOLDER

Is Simple — Fool Proof — Versatile — Speedy

THE BAUM AUTOMATIC AIR-FEED is ALL AIR. Each sheet is fluttered diagonally from the corners by the air jets and while floated in the air is picked up by an oscillating rocker arm and carried to the guides.

It is SIMPLE beyond belief, operated by movement of one cam (permanently adjusted). Jimmie, your errand boy, will learn its operation in one demonstration.

ALL METAL contact—NO RUBBER. Nothing to wear. No upkeep expense. Guaranteed five years—will last a lifetime.

It is so VERSATILE it will feed anything that can be folded from 13 lbs. up.

Jimmie can, with the AUTOMATIC BAUM FOLDER, give you 18,000 FOLDS (6M sheets) AN HOUR, without spoilage and with HAIR-LINE ACCURACY.

You can reduce your folding costs to 2 to 4 cents per thousand folds.

Write or wire for details.

A Baum Folder for Every Need

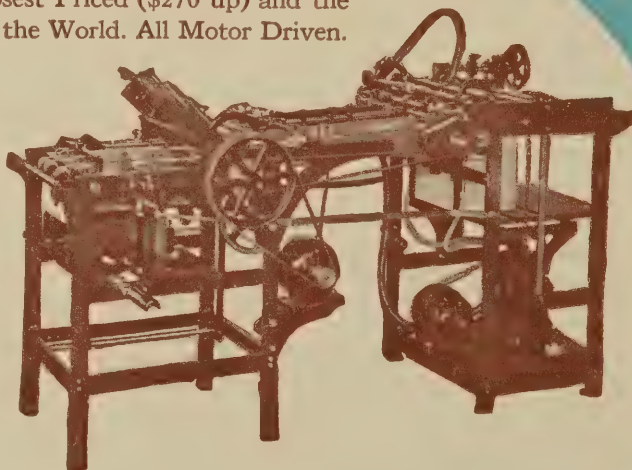
Baum Folders are the Closest Priced (\$270 up) and the Fastest Selling Folders in the World. All Motor Driven.

**Simple — Easy to
Operate — Speedy
Accurate — Versatile
Spoilage Proof**

*One of These Folders
Will Meet Your Needs*

The Baum Pony High
Speed Folders
The Baum High Duty
Folder (Model 55)
The Baum Automatic
Folder

**Liberty
Folders**



Will you use our FOLDER SERVICE—tell us your requirements and let us tell you of the model best suited to your needs. Wire collect or write for complete data on all models. These folders invariably return the ENTIRE INVESTMENT WITHIN ONE TO THREE WEEKS' ACTUAL USE. It's costing money to do without one—why not invest and SAVE?

RUSSELL ERNEST BAUM

615-635 Chestnut Street Philadelphia, Pa.

Branches or Authorized Dealers EVERYWHERE

GO where you will in the advertising field—in the spacebuyer's office, the agency president's office; as a matter of fact, on the desks of all agency executives; in the advertising manager's office—there you will find **STANDARD RATE AND DATA SERVICE** *always* in evidence.

The Service represents an ideal medium for your advertising.



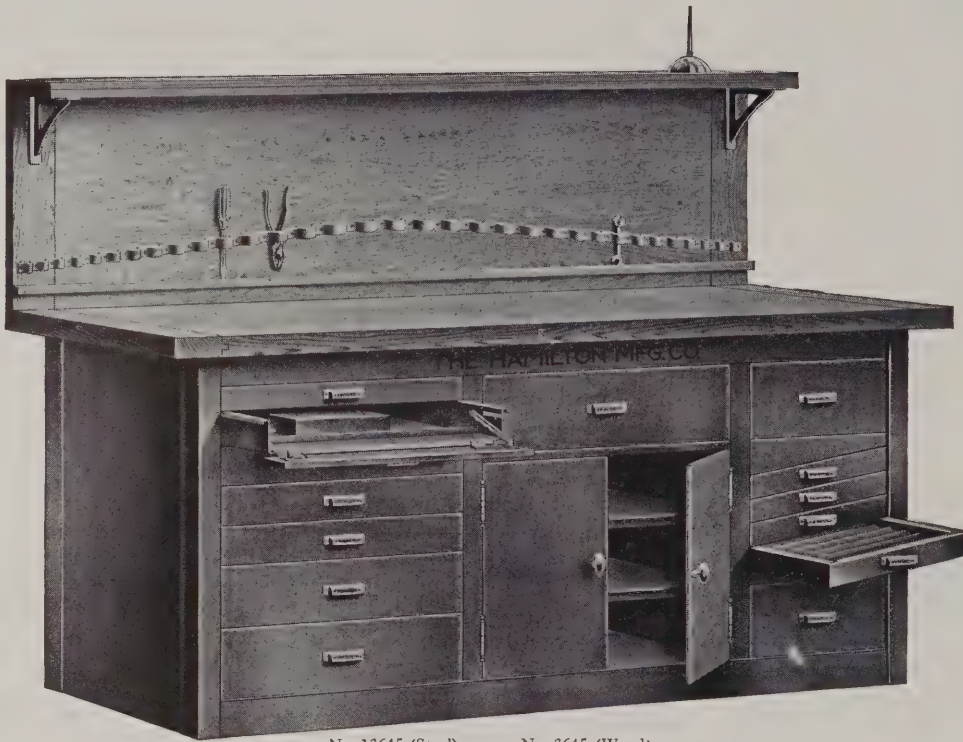
STANDARD RATE & DATA SERVICE

536 Lake Shore Drive
CHICAGO

New York

San Francisco

Work Bench and Storage Cabinet



No. 13645 (Steel)

No. 3645 (Wood)

DESIGNED for use in connection with Linotype or other Slug-Casting Machines. Provides convenient working facilities for the machinist with ample storage capacity for his tools and the multitude of small parts and repairs constantly required. Hardwood working surface (79 x 28 x 1 $\frac{3}{4}$ inches thick) with wood tool board and tool shelf at rear.

Contents of Base: One drawer with grooved sides and center rail for liners; one drawer with hinged front and zinc-lined bottom and compartment in rear for graphite, in which to clean Space-Bands; three drawers, each containing 49 steel boxes for storing small parts, screws, washers, etc.; one drawer with adjustable partitions for storing miscellaneous parts, and one drawer with grooved partitions for holding 93 Ejector Blades.

The **Center Section** has a large drawer with two compartments (each 12 x 21 $\frac{5}{8}$ x 6 inches) also a cupboard with two adjustable shelves (each 25 inches wide inside) and doors.

The **Right Section** has a deep drawer at top, with hooks for holding Space-Bands; four inclined drawers with grooves for holding Matrices; a large drawer at bottom, in which, in front, there is a drilled block for holding drills of various sizes, and, in the rear, a space (17 $\frac{5}{8}$ x 14 x 6 $\frac{1}{8}$ inches inside) for miscellaneous storage purposes.

Height to working top, 34 inches; height overall, 55 inches. Floor space, 79 x 29 inches.

THE HAMILTON MANUFACTURING COMPANY

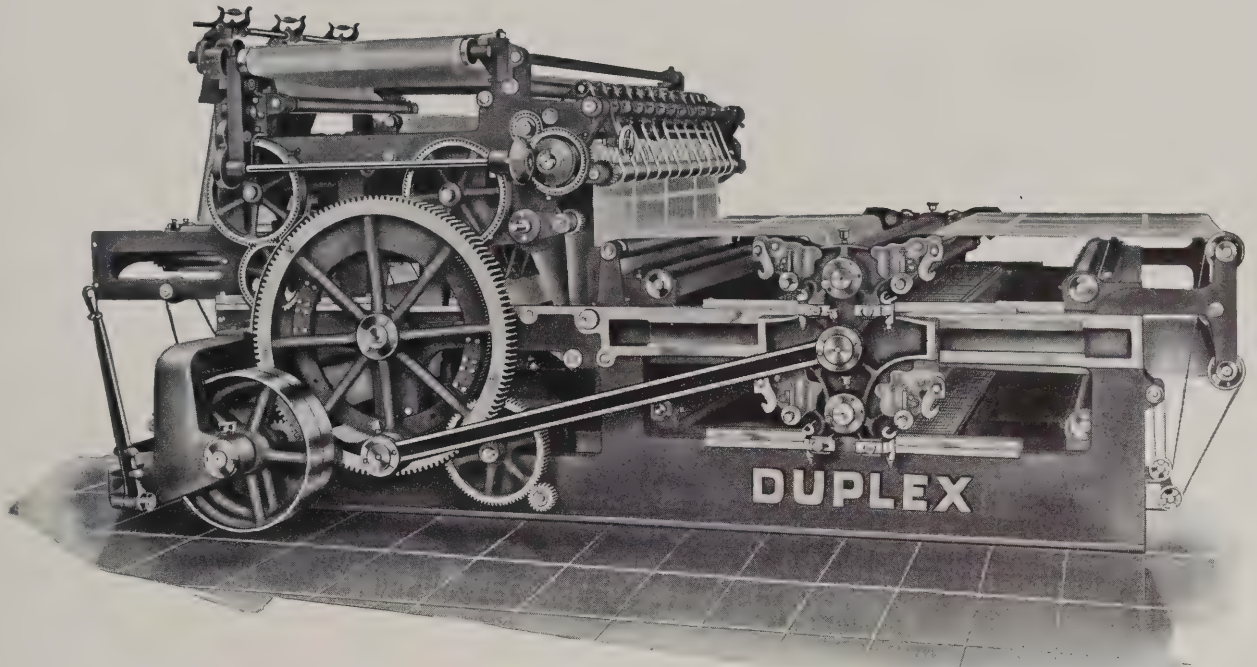
Eastern House: RAHWAY, N. J.

TWO RIVERS, WISCONSIN

HAMILTON GOODS ARE FOR SALE BY PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE

A FEW REASONS

WHY THE PROGRESSIVE PUBLISHER CHOOSES THE DUPLEX MODEL "E"



- 1—It is the only HIGH SPEED flatbed web press built. Speed, 5000 to 6000 papers per hour, printed, folded and counted.
- 2—*It is the only flatbed web press built which prints a complete paper on each stroke* of the reciprocating parts; all others presses print on alternate strokes only—the return stroke is unproductive, obviously inefficient.
- 3—It is the only flatbed web press which is flexible as to the width of the printed page. The Model "E" press prints 7 col. 13 ems; 8 col. 12 ems; 8 col. 12½ ems, and 8 col. 13 ems—6 point column rules—standard or narrow margins—and the change from one to another may be made in a few minutes by the pressman himself.
- 4—It is the only flatbed web press equipped with a PAPER-ROLL HOIST, a great convenience and labor-saver.
- 5—Because the DUPLEX flatbed press has been built and brought up to its present state of perfection by its ORIGINATORS—over forty years of productive and successful experience stands back of it.

WRITE FOR BULLETIN 701

Duplex Printing Press Co.

Main Offices & Works: BATTLE CREEK, MICHIGAN

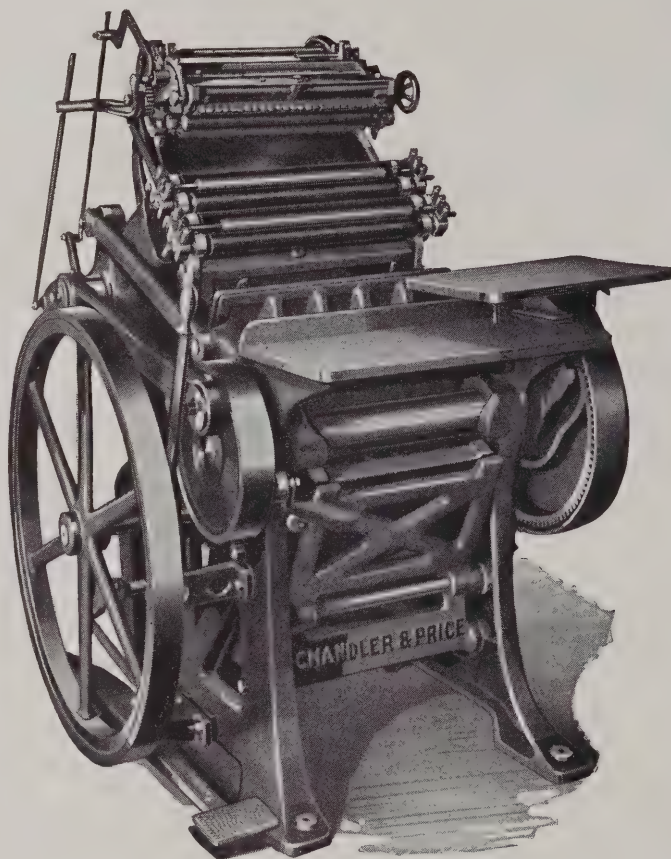
World Building
New York City

New Chicago Temple Building
77 W. Washington St., Chicago

DeYoung Building
San Francisco

The Chandler & Price Printing Presses

8x12 ~ 10x15 ~ FOUR SIZES ~ 12x18 ~ 14½x22



THE CRAFTSMAN ~ 12x18 ~ WITH ITS WONDERFUL DISTRIBUTION SYSTEM

WE CARRY all sizes of CHANDLER & PRICE PRESSES in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, write, telephone or wire your requirements, including motor equipment, to the nearest AMERICAN TYPE FOUNDERS COMPANY Selling House

Selling Houses Located in the Following Cities:

BOSTON
NEW YORK
PHILADELPHIA

RICHMOND
BALTIMORE
BUFFALO
PITTSBURGH

CLEVELAND
CINCINNATI
ATLANTA
CHICAGO

DETROIT
ST. LOUIS
MILWAUKEE
MINNEAPOLIS

KANSAS CITY
DENVER
SAN FRANCISCO
SPOKANE

PORTLAND, ORE.
LOS ANGELES
WINNIPEG

AMERICAN TYPE FOUNDERS COMPANY



You can identify a Columbian White Wove Envelope anywhere by this watermark, which shows the manufacturer's initials

People do not need to go “hunting” for envelopes

WHY do so many buyers of envelopes fall for “something-just-as-good”?

Isn't it because few buyers have in mind any definite standard by which to judge envelope values?

People who use Columbian White Wove Envelopes don't need to shop around for “bargains.” They know Columbian White Woves as standardized envelopes; always uniform in color and quality; good-looking, perfectly cut and folded; amply strong, and well gummed.

They know Columbian White Woves have a surface that is fine for writing and typing, a surface that takes a good, clear impression from type and engravings.

They know the Columbian White Wove Box, dust- and soil proof, with its striking orange-bordered label. Every time a customer sees that box it makes an impression on his mind.

When he needs envelopes he accepts Columbian White Woves, because he remembers that unusual box and label. He re-orders Columbian White Woves because he has found them reliable and reasonably priced.

You can get Columbian White Wove Envelopes easily. They are carried in stock in every commercial size from 5 to 14 and Monarch, and in 24 and 28 Substance, by paper merchants everywhere.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

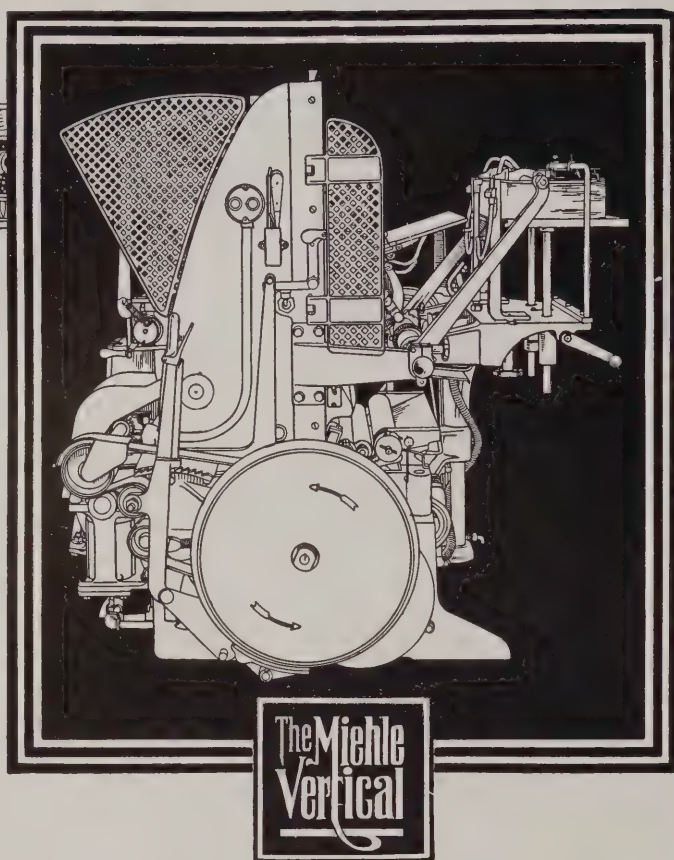
SPRINGFIELD, MASS.

Location
Worcester, Mass.
Rockville, Conn.
Hartford, Conn.
Springfield, Mass.
Waukegan, Ill.

Division
Logan, Swift & Brigham
Envelope Co.
White, Corbin & Co.
Plimpton Manufacturing Co.
Morgan Envelope Co.
National Envelope Co.

Location
Springfield, Mass.
Worcester, Mass.
Worcester, Mass.
Indianapolis, Ind.
San Francisco, Cal.
Philadelphia, Pa.

Division
P. P. Kellogg & Co.
Whitcomb Envelope Co.
W. H. Hill Envelope Co.
Central States Env. Co.
Pacific Coast Env. Co.
The Monarch Envelope Co.



EXPERIENCE PLUS PROFIT

THE Miehle Vertical is working an actual revolution in the job printing business. It is setting a new standard of economy and efficiency.

It is not easy to believe this unless the actual facts of its operation are known by personal experience.

And soon, every printer will have this experience. If he operates the Vertical, he'll have the experience and the profit. And if he does not, he'll have the experience and the other fellow will have the profit. It's certainly worth any printer's time to investigate the Miehle Vertical.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth & Robey Streets, Chicago

Sales Offices in the United States

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NEW YORK, N. Y., 2630 Woolworth Bldg.
PHILADELPHIA, PA., 1015 Chestnut Street

BOSTON, MASS., 176 Federal Street
DALLAS, TEX., 312 Central Bank Bldg.
SAN FRANCISCO, CAL., 693 Mission Street

ATLANTA, GA., Dodson Printers Supply Company

Distributors for Canada: Toronto Type Foundry Co., Ltd. Toronto, Canada

DO IT THE RIGHT WAY—By POWER

THE NEW SEYBOLD

32-INCH FULL AUTOMATIC CUTTER

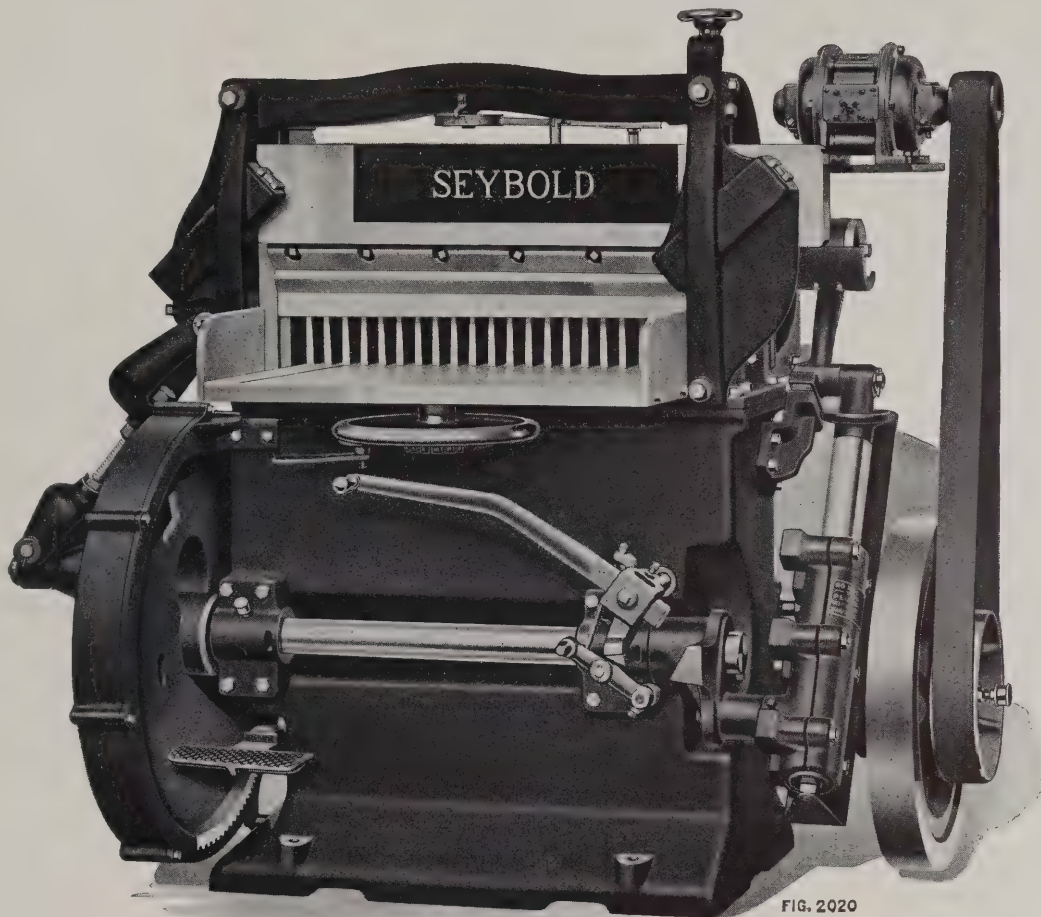


FIG. 2020

You Can Not Afford Not to Buy It

Do not waste time and wages operating hand-clamp or hand-power cutters.

Write for Circular 2020

THE SEYBOLD MACHINE COMPANY

Main Office and Factory

DAYTON, OHIO, U. S. A.

Agencies

NEW YORK CHICAGO ATLANTA DALLAS SAN FRANCISCO TORONTO PARIS LONDON BUENOS AIRES STOCKHOLM

*Your story
in pictures
leaves
nothing
untold*



*Premier
perfect plates
tell
the story
best*

Builders of Business

IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business.

It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

PREMIER ENGRAVING CO.

DESIGNERS
ENGRAVERS



814 WINNEBAGO ST.
MILWAUKEE, WIS.

TYPE METAL INSURANCE

A POLICY ON WHICH WE PAY THE PREMIUM AND
YOU GET THE DIVIDENDS

WHAT IT MEANS

Type Metals are chemical, not mechanical. They require testing at regular intervals. They must be re-balanced whenever the Tin or Antimony contents have fallen below certain points.

"Wilke's" Type Metal Insurance provides the agency for maintaining your metal in perfect condition without cost to you. It differs from other plans aiming at the same object to the extent that it does not follow the old "rule of thumb" method of exchanging a quantity of dross of varying quality for a similar quantity of ordinary temper or toning metal disguised under a fancy name.

Instead, "Wilke's" Type Metal Insurance Plan takes for its basis the actual condition of the metal in your metal pot.

It provides for a correct re-balancing of your metal at regular intervals based on chemical analyses made regularly of samples taken by our own representatives direct from your metal pot.

It is the only dependable method of keeping your metal strictly up to correct formula. It eliminates all guess work and places the responsibility for the condition of your metal squarely on our shoulders.



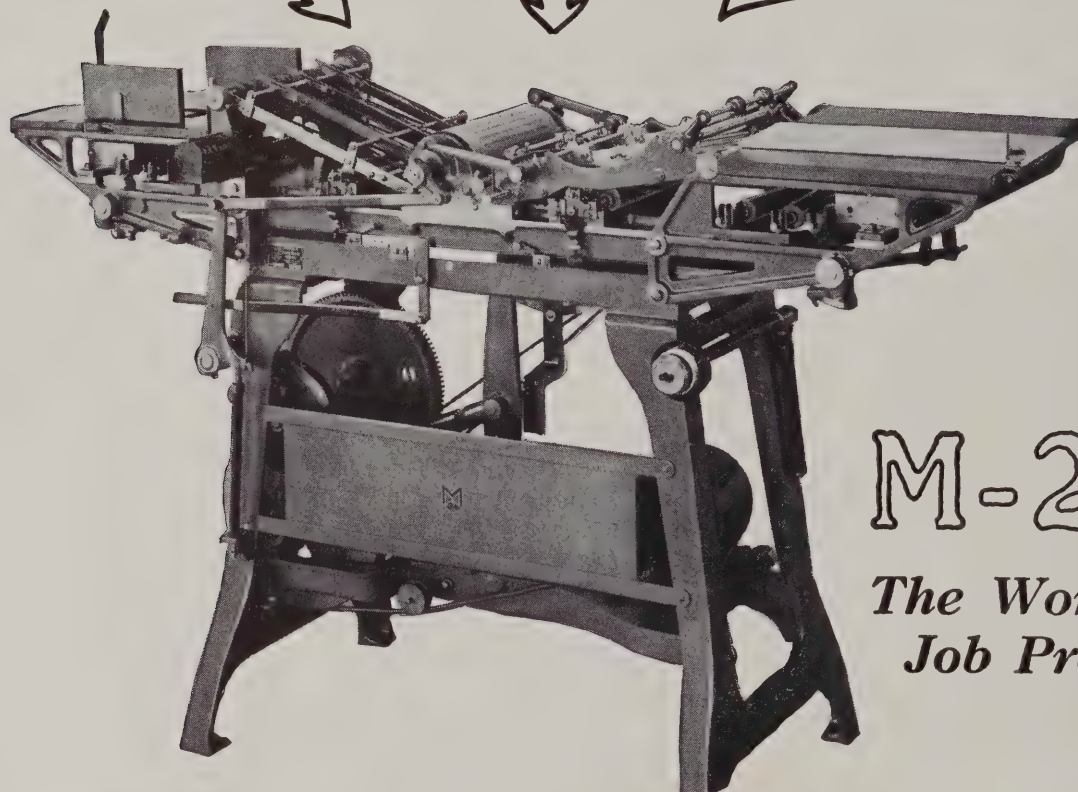
Write for complete information regarding "Wilke's" Type Metal Insurance. If you have a metal problem we can solve it for you. Type Metal Perfection finds its highest expression in "Wilke's".

METALS REFINING COMPANY

HAMMOND, INDIANA

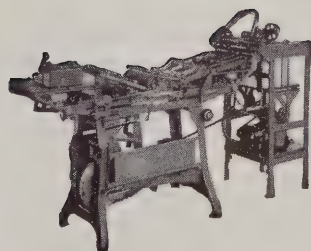
Warehouses in All Leading Cities

Does the Work of Three Ordinary Job Presses



M-24

*The Wonder
Job Press*



M-24 With Autofede

Operating the Autofede in connection with M-24 makes your equipment almost entirely automatic. Load up—as much as 3,000 sheets at one time—and go on with other work while this outfit takes care of itself.

Figure it out for yourself. You know how little you can get out of an ordinary job press. The M-24, on the other hand, will turn out three, and even four times as much work. Its amazing speed enables you to obtain up to 4,800 impressions an hour—3,600 on the highest quality jobs with half-tones. On many classes of work you can run two colors with one impression.

Think what that means to you in increased profits!—in better service!—in meeting strong competition!

Write today for illustrated booklet.

LISENBY MFG. COMPANY

222 No. Wabash Ave., Dept. D.

Chicago, Illinois

NATIONAL PRINTER-JOURNALIST

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Established 1883 as The Printer and Publisher.
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Advertising Rates on
Application

Volume 43

Milwaukee, Wis., February, 1925

No. 2

When the Publisher-Printer *Really Does* As He Tells His Customer to Do

Another "NPJ" National Symposium, From 200 Offices

Compiled By CHESTER DuCLOE, News Editor

ANY newspaper publisher can point to business men in his community who do not advertise. He knows how much more successful these business men would be if they did advertise. He will give facts to prove the statement, citing instances in which advertising in newspapers—in his own paper—has "made" a business.

This same publisher runs into a spell of poor business. Circulation slumps. Advertisers are cancelling. The job department is loafing. He blames the condition on hard times, bad weather, poor solicitors, the indifference of the community to the merit of his paper.

He might write a complaining editorial, or a funereal poem on the sad state of conditions.

Ask him if he advertises his own business in his own newspaper!

A GREAT number of publishers do not use their own columns, always available, to push their circulation, advertising and job printing business.

Many publishers are today successfully using this means of promotion, and it is the purpose of this "NPJ" symposium to tell how they use space in their own newspapers to enlarge their circulation, increase advertising and get more job printing.

1.—*Selling the Newspaper Business and Its Services; Or, Promoting the General Estimation for Them*

*Examples of Live-Wire Publishers Who Have Achieved This
and the Methods They Used in Their Own Newspaper Columns*

PROMOTIONAL work by newspapers is of four kinds—active interest in community and civic affairs which redounds in increased good will toward the newspaper; outdoor advertising in the form of "stunts," billboard posters, electric signs, etc.; direct mail matter to advertisers, subscribers and users of job printing, and advertising in the columns of the newspaper itself to promote circulation, advertising and job printing work.

This "NPJ" symposium, to which nearly 200 publishers have contributed, deals primarily with that class of promotional work which is confined to the columns of the newspaper, either editorially or in the advertising sections. This

kind may serve four purposes: (1) promote in public estimation the general merit and use of the newspaper and its various services; (2) build up circulation; (3) increase advertising lineage; (4) get more job printing.

To proceed logically each of the four kinds of promotional matter used in the newspaper itself will be dealt with separately.

*General Promotion: Ads
News Stories, Civic Work*

PROMOTING the general estimation and use of the newspaper and its various services in the editorial and advertising columns has been accomplished

by a number of eminently successful newspapers such as the Hibbing (Minn.) *Daily News*, the Waterloo (Ia.) *Evening Courier*, the Peoria (Ill.) *Journal-Transcript*, the Milwaukee (Wis.) *Journal* and the Northern Illinois Group of Newspapers, including the Aurora *Beacon-News*, Elgin *Courier* and Joliet *Herald-News*.

The Hibbing (Minn.) *News*, recently used a double truck ad with the headline "WHY! The Hibbing Daily News Is Recognized as The Mesabe Range's BEST DAILY NEWSPAPER." The ad told the complete story of the newspaper's service—why the United Press wire news was used; how the paper's state, "range," society, sport and pic-

PAID PERMIT

HIBBING DAILY NEWS

STANDARD PUBLISHING COMPANY, INC.

HIBBING DAILY NEWS

PAID PERMIT

THE HIBBING DAILY NEWS

Is Recognized as The Mesaba Range's BEST DAILY NEWSPAPER

FIRST--Because it prints News that is "News" when it is News, written Accurately and Completely

United Press Wire News

News, financial and international news of interest to the entire world are printed in the Hibbing Daily News. The news is written in a clear, concise, and readable style. It is the only newspaper in the Mesaba Range that prints news of this quality.

Local News

The Hibbing Daily News is a source of information for the entire Mesaba Range. It prints news of interest to the entire range, including news of the Hibbing Daily News, the Mesaba Range, and the entire world.

Society News

The Hibbing Daily News is a source of information for the entire Mesaba Range. It prints news of interest to the entire range, including news of the Hibbing Daily News, the Mesaba Range, and the entire world.

Sport News

The Hibbing Daily News is a source of information for the entire Mesaba Range. It prints news of interest to the entire range, including news of the Hibbing Daily News, the Mesaba Range, and the entire world.

Pictorial News

The Hibbing Daily News is a source of information for the entire Mesaba Range. It prints news of interest to the entire range, including news of the Hibbing Daily News, the Mesaba Range, and the entire world.

"Editorials Are Worth the Price Alone"

Such is the common remark made by the Hibbing Daily News. The Hibbing Daily News is a source of information for the entire Mesaba Range. It prints news of interest to the entire range, including news of the Hibbing Daily News, the Mesaba Range, and the entire world.

THE RANGE'S ONLY SUNDAY NEWSPAPER

The News issues the ONLY Sunday Newspaper printed on the Range

Of from 12 to 18 pages, including the four world leaders in colored comic pages, this edition is replete with interesting features and the week-end local news, national and international news.

The Hibbing Daily News supplies the state, national and international news 18 hours ahead of any other newspaper.

Local staff writers gather feature stories through the week for the edition, besides handling the regular news that happens after the Saturday evening issue has been printed.

The colored comic section, to which reference is made above, carries a full page of

N. E. A. Complete Service

The Hibbing Daily News is a source of information for the entire Mesaba Range. It prints news of interest to the entire range, including news of the Hibbing Daily News, the Mesaba Range, and the entire world.

"Under The Edge Of The News"

The Hibbing Daily News is a source of information for the entire Mesaba Range. It prints news of interest to the entire range, including news of the Hibbing Daily News, the Mesaba Range, and the entire world.

Range News

The Hibbing Daily News is a source of information for the entire Mesaba Range. It prints news of interest to the entire range, including news of the Hibbing Daily News, the Mesaba Range, and the entire world.

Cartoons

The Hibbing Daily News is a source of information for the entire Mesaba Range. It prints news of interest to the entire range, including news of the Hibbing Daily News, the Mesaba Range, and the entire world.

Typographical Excellence

The Hibbing Daily News is a source of information for the entire Mesaba Range. It prints news of interest to the entire range, including news of the Hibbing Daily News, the Mesaba Range, and the entire world.

Circulation Growth

The Hibbing Daily News is a source of information for the entire Mesaba Range. It prints news of interest to the entire range, including news of the Hibbing Daily News, the Mesaba Range, and the entire world.

All Advertisers Get Square Deal

The Hibbing Daily News is a source of information for the entire Mesaba Range. It prints news of interest to the entire range, including news of the Hibbing Daily News, the Mesaba Range, and the entire world.

"Bringing Up Father"

The Hibbing Daily News is a source of information for the entire Mesaba Range. It prints news of interest to the entire range, including news of the Hibbing Daily News, the Mesaba Range, and the entire world.

"The Katzenjammer Kids"

The Hibbing Daily News is a source of information for the entire Mesaba Range. It prints news of interest to the entire range, including news of the Hibbing Daily News, the Mesaba Range, and the entire world.

"Happy Hooligan"

The Hibbing Daily News is a source of information for the entire Mesaba Range. It prints news of interest to the entire range, including news of the Hibbing Daily News, the Mesaba Range, and the entire world.

"Little Jimmy"

The Hibbing Daily News is a source of information for the entire Mesaba Range. It prints news of interest to the entire range, including news of the Hibbing Daily News, the Mesaba Range, and the entire world.

If You Are Not A Reader of The DAILY NEWS You Will Make No Mistake in Subscribing TODAY

TELLS ITS OWN STORY COMPLETELY WITH DOUBLE-TRUCKS LIKE THIS

One of the Hibbing (Minn.) Daily News' Gig Guns in the Constant and Attractive Promotional "Fire," Largely From Its Columns

torial news served the subscribers; why the "editorials are worth the price alone;" why the N. E. A. complete service is used; calls attention to the typographical excellence of the paper, details the growth of circulation; describes the editorial and advertising features of the

Hibbing Sunday News, the only Sunday newspaper printed on the "Range;" and tells how the advertisers get a square deal all the time. A reproduction of this complete broadside appears in connection with this article.

A full page ad in the Aurora (Ill.) Beacon-News is representative of the kind of promotion work which the Northern Illinois Group of Newspapers uses frequently. It has the headline, "The Newspaper BUSINESS," and tells why a newspaper must be a business before it can be an "educator," and a "moulder of public opinion." The Group also uses quarter page and 30 inch ads about once a week.

COMMUNITY BOOSTING

"We firmly believe that as the city progresses and grows, the newspaper in that city naturally grows. Indirectly we advertise our own business through boosting campaigns," said C. P. Slade, publisher of the Peoria (Ill.) Journal, Transcript and Sunday Journal-Transcript. Community boosting is one of the most widely used and successful types of newspaper promotion. Some newspapers make special campaigns to boost the business, climatic, social and residential advantages of the community in which they circulate. With others the community boosting campaign is a continuous process.

THE Peoria Transcript put on a campaign to "Let Peoria Pull." A full page ad and several columns of editorial matter set forth the details of the cam-

paign, the purpose of which in the main was to awaken interest in Peoria as a factory site. The advantages of the rural market for which Peoria is the center, the factor of ready manufacturing facilities such as labor, coal, water; transportation facilities both rail and water; low freight rates, paved roads; ideal schools, parks, hospitals and amusement centers—all were described.

Take Your Own Cob-Puller

A CERTAIN Nebraska editor wanted a load of cobs and spent a couple of weeks inquiring around trying to find some. Had anyone else been trying to find cobs and said anything to that editor about wanting them, the immediate reply would have been, "Why don't you advertise for them, my paper goes to everyone in the community and it will be sure to find them for you if there are any to be had." Many publishers urge, argue, implore and almost beg others to advertise, and cuss them because they don't. But they rarely think of doing any advertising themselves. If they do the ad is apt to be some colorless conglomeration of stock phrases that mean nothing. Prove the value of your space by making liberal use of it yourself.—OLE BUCK, in the Nebraska Press Bulletin.

MR. AND MRS.

Did you ever stop to think that this newspaper is YOURS?

Well, it is!

The editor and all his force are working for YOU. They want to build the kind of paper that you want. Why not help them? What kind of news do YOU like? What feature of the paper interests YOU most? These are simple questions but they are BIG questions with the editor. He is spending his time and money every day and every week to make this newspaper the kind of a paper that YOU want in your home, and YOU want to boost your home paper. If something on the paper pleases YOU tell the editor. If there are articles that don't interest YOU, tell him, too, and tell him why. No two communities are alike. The editor is all the time studying his town and his people. A word from YOU now, and that would help wonderfully. If YOU have any suggestions and ideas in this is YOUR paper. Let's make it the best paper of any community in the state.

THE JASPER NEWS

"Southwest Missouri's Leading Weekly"

FROM THE "SHOW ME" STATE

Specimen of Full-Pagers Published by the Jasper (Mo.) News Helping to Make It a South-West Missouri Leader Among Weeklies

Many Years of Experience Summarized

It involved more than three months of real work to get up this "NPJ" Symposium

on

HOW THEY PROMOTE THEIR NEWSPAPERS IN THEIR OWN NEWSPAPERS

And, the Ideas represent, not months, but YEARS of earnest effort of these publishers

The *Journal-Transcript* offered two prizes of \$50 each, one for the best letter and one for the best slogan to boom Peoria as a factory city.

Will O. Feudner, manager of the Rushville (Ind.) *Republican* is continually boosting Rush county in every conceivable manner. Ads in his newspaper play a prominent part, but direct mail to the business men also has proved effective. His main theme is, Buy in Rush County. He was active in the formation of a Vigilance Protective Bureau in Rushville, the service of which is to prevent worthless investments by citizens of Rush county. One reward was the county printing contract.

Another paper that has profited through "buy at home" publicity in its news and advertising columns is the Newcastle (Ind.) *Courier*. Under the fetching title, "Be Careful—He Might Fall Dead!", a 12-inch, 4-column ad told subscribers how they could get the same value for their money at local stores as they did by sending away to mail order houses. The method advised by the *Courier* was to submit to a local merchant an order for the goods wanted, at mail order catalog prices. "If you'll do this he'll beat any mail-order catalog price nine times out of ten and you'll see what you're getting before you take it," said the advertisement.

KNOW YOUR NEIGHBORS

WINTHROP Thirty-three miles east of Waterloo on Illinois Central railway. Buchanan county. Three churches. Grade school. Two banks. Population, 1920 Census—525.
112 *Couriers* are read in Winthrop daily.

Courier Established 1858.
Reporter Established 1868.

ASSOCIATED PRESS LE

1 A COLLETTE DIANI

"EARS" ON PAGE 1 HELP IN CAMPAIGN

Waterloo (Ia.) Courier Uses the Left One Every Day to Bring Out Points of Advantages in the Territory

THE PEORIA TRANSCRIPT FIRST IN EVERYTHING—FRIDAY, OCTOBER 11, 1921



LET PEORIA PULL!

IMAGINE two men, the only inhabitants of an island. The island is one of great natural wealth and abounds in commercial possibilities.

One man has one hundred thousand dollars and owns the commercial rights on the island. The other man has nothing. Business is unknown on that island because there is NO SELLING MARKET.

Now, give each man a fair portion of that hundred thousand dollars. Business will boom because each man can either buy or sell as he chooses.

In each case you have the same island, the same men, the same money. In one instance you have no business, in the other you have good business. What is the reason in the latter case?

THERE IS A MARKET

WE'VE scratched this rough sketch to drive home a point that may mean many dollars to Peoria.

The CROPS situation isn't going to bring much new wealth into the country this fall, but it IS going to create a situation similar to the second illustration above. **MONEY WILL CIRCULATE** this fall where it hasn't circulated for a long time. Frozen Credits Will Be Thawed! Purchases will be made. Business will be better.

The Great Market of Central Illinois Is On THE FARM

BUSINESS in the "second city of Illinois" will be GOOD this fall, BETTER than it has been for years. NOW IS THE TIME for PEORIA to capitalize on this situation.

Are you ready for BETTER BUSINESS, or are you in a blue funk because you think the country is going to the damnation bow-wows?

PEORIA WANTS FACTORIES

PEORIA Needs Factories. The SECOND CITY OF ILLINOIS offers manufacturers in every line, large or small, every natural advantage, labor, coal, water, shipping facilities, both rail and water; freight rates paved roads, a natural gateway to the west, a central distributing point in one of the richest rural markets in the whole country, ideal schools, parks, hospitals and amusement centers.

Factories can prosper in Peoria. The more factories Peoria has the greater the degree of prosperity. There is room for more in every line of endeavor, and PROSPERITY IS ASSURED whether the product be watches or hosiery, hardware or furniture, airplanes or calico dresses.

\$100 In Prize Money

The *Journal* and *The Transcript* are offering two prizes of fifty dollars each, one for the best letter and one for the best slogan to boom Peoria as a factory city. See details in news columns.

FULL INFORMATION ABOUT PEORIA ON APPLICATION TO JOURNAL-TRANSCRIPT

Factories
Fill
Buildings

Factories
Furnish
Homes

LOCAL MARKET ANGLE IS STRONGLY BROUGHT OUT

Peoria (Ill.) Transcript Backs Up and Stimulates Its Community Enterprise With \$100 Prize Contest

A FREE cooking school was held for one week by the Webster City (Ia.) *Daily Freeman-Journal*. During the week in which the school was conducted the *Freeman-Journal* published every day on its front page the program for that day, together with a brief program for the remaining days. The news columns contained a record of the attendance, a story of the day's events and mentioned events having "human

interest." This promotion plan got the women thinking about the *Freeman-Journal*.

The Cadillac (Mich.) *Evening News* uses a mailing wrapper which advertises Cadillac and the *News* before the paper is unrolled. The wrapper gives the population of the town, and under the sub-title "The Livest Town in Northern Michigan" lists the various products which are manufactured there and the numerous agricultural advantages in the surrounding territory. The Hartford (Wis.) *Times* uses a similar wrapper.

Without consciously trying to do so, the Alton (Ill.) *Evening Transcript* built up good will among both its subscribers and advertisers by printing a page layout of pictures of the local churches. The center of the layout was mortised out to permit the printing of an editorial entitled "Confidence," which advanced the thought that all confidence in human relations, business, and in self, rested in religion. Under a sub-head reading, "Select a Church and Then Support It by Your Attendance," were the names of men and firms whose co-operation made possible the publishing of the page.



SUBSCRIPTION RATES 1 Year, \$2.00 6 Months, \$1.00 4 Months Trial 50c City and Rural News	"HE WHO TOOTETH NOT HIS OWN HORN, THE SAME SHALL NOT BE TOOTED" BLUE ISLAND SUN-STANDARD GUARANTEED CIRCULATION MORE THAN 3200 COPIES WEEKLY VO., XLVII No. 42 14 PAGES BLUE ISLAND, ILL., THURSDAY, OCTOBER 30, 1924 14 PAGES Single Copies 5 Cents	SUBSCRIPTION RATES 1 Year, \$2.00 6 Months, \$1.00 4 Months Trial 50c Want Ads 50c
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A LIVELY KEYNOTE FOR EVERY NEWSPAPER: JOB PLANT IS SOUNDED HERE

Blue Island (Ill.) Sun-Standard Comes Forth With Something on This Order Every Day; Note That "Tooting" Line at the Top

A SMALL box appears every day in the upper left "ear" of the front page of the Waterloo (Ia.) *Evening Courier* with facts about neighboring cities and towns together with a statement of the number of its *Courier* subscribers. The headline in the box is "Know Your Neighbors." The example reproduced in connection with this article reads: WINTHROP, thirty-three miles east of Waterloo on Illinois Cen-

tral railway. Buchanan county. Three churches. Grade school. Two banks. Population, 1920 census—525. 112 Couriers are read in Winthrop daily.

NEW PLANT OCCASION FOR PROMOTION

THE opening of a new newspaper plant is frequently the occasion for general promotional work. The number of ways in which the opening or remodeling of a plant can be made to

serve the purposes of promotional work is limited only by the ingenuity of the editor, the amount of money available and the facilities of the plant itself. An illustration of the many ways in which such promotion can be used may be had by procuring a copy of the Milwaukee (Wis.) *Journal's* special edition issued in connection with the opening of its new plant.

In an effort to awaken a livelier interest in what the Jasper (Mo.) *News* was doing, editor Arthur F. Drake published a full page ad headed "MR. AND MRS." in bill-board type. Mr. and Mrs. are asked this question in the sub-head, "Did you ever stop to think that this newspaper is Yours?" Then the editor tells why and how the *News* is theirs, describing how the editorial and advertising columns of the newspaper are entirely governed by the tastes of the readers. He also enters a plea for more news from subscribers who are not hired correspondents.

GENERAL promotion in news and editorial columns is used successfully by innumerable newspapers. This type of promotion includes, interviews with aged residents in which they mention how long they have been a subscriber to the paper; news stories on changes in the office or shop of the newspaper; stories about contests, community welfare work, co-operation with church, educational and civic activities in which the newspaper is interested, and editorials on the service of the paper. The Blue Island (Ill.) *Sun-Standard* recently published an editorial entitled "Press Privileges and Application of the Same to the Territory Served by the Newspaper." The editorial was virtually an exposition of the editorial and advertising ethics of the *Sun-Standard*. This newspaper runs the line, "He Who Tooteth Not His Own Horn, the Same Shall Not Be Tooted," in 18-point caps over the standing title on the front page, thus testifying to its belief in all forms of promotion work.

It has been seen that the function of general promotion work is to establish and increase a consciousness among both readers and non-readers of what the paper is doing in the community which it serves. General promotion indirectly promotes circulation, advertising and

The Newspaper BUSINESS

PEOPLE are willing to acclaim the newspaper as an "Educator" and a "Moulder of Public Opinion" but few realize how absolute is the necessity that it be first—a *Business*. Only as it is a sound, dividend-paying "business" can it be a really good newspaper, an honest "educator", an independent "moulder of public opinion." The weak newspaper must bow to the interests who hold its existence in their power. The strong newspaper is master of its own policies.

The making of a modern daily newspaper is an expensive undertaking, requiring high paid workers and a heavy investment in equipment. Labor and money investment are both worthy of their hire, and quality of service instantly deteriorates when they are not properly rewarded. Hence the necessity of making a newspaper all these fine and altruistic things—and yet a sound business.



Beacon-News Building
The Building That Sound Business Built

The Beacon-News is a *Business*—conducted on sound business principles with rates, certified circulation and other value-estimating facts laid impartially before its customers. Because it is a sound business, it gives you a finely printed, well constructed newspaper, served by the greatest news services, filled with the best of special features—and therefore a greater value to both reader and advertiser.

The Beacon-News every year turns down thousands of dollars worth of advertising which it considers would lower its standards—either moral or professional. This is almost impossible to the newspaper which is pressed by the needs of the moment. There is nothing so expensive as a cheap newspaper. Advertisers admit its powerlessness, readers deny it their confidence. The Beacon-News promises and—it delivers. It has the prestige of a sound business.

Beacon-News service can be built into the future business program of any customer, because it will be here to give him that service. The Beacon-News is a force—because it has the generating power that comes from sound business organization.

AURORA BEACON-NEWS



NECESSARY POINT WELL COVERED BY BEACON-NEWS
Aurora (Ill.) Strong Daily, Which Has Made a Name All Over the Country, Shows It Runs a Real Business



Next Month: Building Circulation With Display Ads Future Articles Will Cover Lineage, Job Work, Etc. Every Word Is Based on Real, Practical Experience

job printing, but there are forms of promotion work which are designed specifically to apply to one of these three. They will be dealt with separately.

W. L. ARGUE, Toronto (Can.) *Star*—“If you want to get your paper into the home you must have something that interests the mother, and it is a good idea to get the children interested at the very earliest possible age. The earlier you get them, the easier you hold them. Clean comics and features accomplish this.

**CHIEF EXECUTIVE OF
AMERICA, VIEWS PRESS**

PRESIDENT COOLIDGE, to the *American Society of Newspaper Editors*—“I believe that our American press is more independent, more reliable and less partisan today than at any other time in its history. *** Whoever disagrees with this judgment must take the chance of marking himself as ignorant of conditions which notoriously affected our public life, thoughts and methods, even within the memory of many men who are still among us.”

MILWAUKEE (Wis.) Sentinel—“There is no danger that the presidential bouquet will give newspapers an unduly good opinion of themselves. A number of dissenting and sometimes irate readers see to it that the press does not lose the faculty of self-criticisms.”

**CIRCULATION COVERAGE IS
IMPRESSED ON ADVERTISER**

THE Salem (N. J.) Standard and Jerseyman recently used a blotter to impress its complete circulation coverage upon local and other advertisers. Over the blotter was attached a heavy tissue bearing the words, “It Covers the Territory Thoroughly.” A string was

FORCE!

The Illinois State Journal is the greatest single advertising force in Springfield and Central Illinois because it reaches more people in this territory than any other newspaper. For 98 years The State Journal has been read, believed in and has influenced the sale of millions of dollars worth of merchandise. Today it has approximately 30,000 readers in Springfield and Springfield's trading radius of forty-seven miles.

TWO-COLUMN “HITS” USED

Springfield (Ill.) State Journal Tells
Readers Short 'en Sweet Ones

“LET'S INVEST IN AND MAKE A BETTER RUSH COUNTY”

No Better Investment can be made than in Rush County Land or Property or Road and School Bonds. The City of Rushville has safe bonds on the market



STOLEN!

A MILLION AND A HALF DOLLARS

by salesmen of worthless stock and insecure investments from the citizens of Rush County

This amount will be increased this year unless you and your friends join in the fight against this graft.

Without charge you can get information about all promotion schemes and investments in which you are asked to invest.

FROM THE
Vigilance Protective Bureau
RUSHVILLE, INDIANA

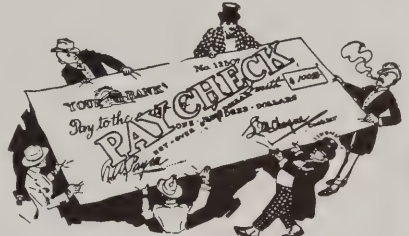
Mail Your Request To Them For Investigation

RUSH COUNTY LAND OR PROPERTY IS ALWAYS SAFE

To save your earnings, to protect yourself, family and friends from these stock fakers, always get a report about the company in which you are asked to invest before signing any papers or turning over any money.

Reports or appraisals cannot be given on investments you have already made.

Don't let anyone buy your land or property until you have had a proper appraisal on it from the Vigilance Protective Bureau.



INVESTIGATE BEFORE YOU INVEST IT

“LET'S INVEST IN AND MAKE A BETTER RUSH COUNTY”

BILL FEUDNER PUTS A “KICK” IN HIS

Rushville (Ind.) Daily Republican Is Never Asleep in Boosting Its Business by Boosting the Town

pasted in, so that pulling it tore off the tissue, disclosing a map of the circulation area and data of interest to buyers of advertising space. This newspaper is a constant advertiser.

ORIGINALITY—South Bend (Ind.)

Typothetæ Bulletin—“My private opynyun iz, that originality in writing played out long ago, and the very best that any man can do is to steal with good judgment, and then own it like a man.”

Broken-Ream Package Penalty Plan Scored

IN a set of resolutions adopted Jan. 23, protesting “a custom bringing about a penalty of 33 1-3% on the selling price of broken ream packages of paper regardless of where the broken ream occurs,” the Milwaukee (Wis.) *Typothetæ* takes wholesale paper distributors in its territory to task, but

acknowledges that if the paper dealers are actually suffering a loss they are entitled to protection. But, eight reasons are given for objecting:

Increasing hazards for errors in estimating, and costly accounting detail; “tends to increase latitude for sharp practices when dealing with shrewd buyers of printing;” compels change of sales policy; makes a paper merchant of the printer; eliminates no evil, but shifts it; increases cost of printing, and is not constructive reform.

The resolutions ask consideration for plans to furnish certain papers in 250 sheet packages, and that all fine papers be computed on the basis of 510 sheets to the ream.

Don't Miss the
“NPJ ROUND TABLE”
on later pages in this issue

Finest Modern *Manufacturing* Plant Ideas Gain Sure Speed, Safety and Economy

*Elizabeth (N. J.) Daily Journal's New Home Proves to
Be a Closely-Knit Set of Distinct Production Divisions*

By DIRK P. DEYOUNG

THE NEW building of the Elizabeth (N. J.) *Daily Journal*, has a factory unit, and it has a distinct office unit, the two being separated by a 16-inch fire-proof wall of solid brick with double standard Underwriter's fire-proof doors. These "separations," strange as it may sound, are unusually efficient in co-ordinating all departments.

"Accurate speed and efficient production—those two elements are in continuous demand during the hours of assembling and printing a modern newspaper," says Fred L. Crane, publisher of the *Journal*. "Our new home is a composite of all that is best in the leading newspaper plants of the East. Besides offering every possible opportunity and convenience for mechanical efficiency, it is designed for close inter-departmental relationship, comfort of our workers, safety, and economy.

"The daily routines of the departments of the *Journal*, find no bars in the 16-inch solid brick wall which separates the factory and office sections."

Although the *Journal* aims only at a county circulation, it prints nearly 25,000 copies daily, averaging 29 pages, the Friday issue often containing 52. It is second in the state in total volume of advertising. It is credited by many with having the most complete county circulation saturation, the most thorough county news service, and relatively the best editorial and typographical showing of any daily in the State. The institution reflects the well-known character of the late Augustus S. Crane, and of his son, the present publisher.

The *Journal* had its beginnings in the troublesome days of the Revolution, appearing as a weekly until 1871. Until about two years the father of the present publisher directed its affairs, dating from the year 1875, and this new building is considered a memorial to the veteran editor. The managing editor is George W. Swift, who has held that position for seventeen years. Fred L. Crane, has worked on the *Journal* all of his life, laboring at the cases when he was so small that he had to stand on a stool to reach the type.

*This Paper Literally Has
Its Own Fire Department*

THE building is of Colonial architecture, with exterior facing of red Ohio brick, trimmed with Benedict stone. The apex of the triangle formed by the building at North Broad and Chestnut streets, is cut off, thus form-

ing a vestibule which is shut off from the main business office by revolving doors.

The framework of the building is steel throughout. The walls are faced brick, backed by hollow tile. All floors and the roof are of reinforced concrete. The windows are of hollow metal frame and sash.



THE JOURNAL'S B. O.
A RECEPTION ROOM

*Inviting, Always Cool; Best System
Is Used but Never Affronts Guests*



THE thick wall which separates the mechanical and office sections extends from the basement floor to the top of the building. The management of the *Journal* has succeeded in cutting the insurance rate over 80 percent in this new building, as compared to its former location. They have also installed their own fire-fighting apparatus, water tanks on the roof, pump, and hose-lines all through the building—all of which has been found cheaper than putting in a sprinkler system, which on account of the water system and situation in Elizabeth was almost prohibitive.

The doors leading from the offices to the mechanical unit, are Kalamine-metal covered doors, which match the rest of the trim in the office. Added to the steel doors from the factory side, there is double protection. The office part is also acoustically treated, to cut down noises. The heating is controlled automatically by the Johnson system.

The *Journal* has one system of intercommunicating telephones, with ten stations for the executives, Western Electric Company make. The regular telephone system, New York Telephone Company, consists of a single position,

P. B. X. board, with twelve trunks and thirty-seven extensions. No regular "order table" is installed as yet, but provisions have been made for the future. A clock system has also been laid out for a master clock, but at present the time equipment consists of seven standard Western Union clocks which are set every hour.

The offices of the business department are below on the first floor, covering 25 by 39 feet. Between the general offices and the front of the building on the same floor is a public lobby of rubber tile in imitation of marble. At the extreme southerly end of the lobby is a stairway leading to the publisher's and editorial rooms, with the managing editor's office forming a link between the publisher's office at the front on the second floor and the general reporter's room, which leads into the mechanical department.

*20 Per Cent More Business
At Only 10% More Overhead*

SINCE the *Journal* moved into its new home it has averaged six pages more daily, resulting in an increase of over 20 per cent in gross business, which it has handled with only a 10 per cent increase in total overhead costs. That, plus a permanently reduced insurance rate, plus a better paper, and plus many other things, Mr. Crane feels, is the "proof of the pudding," that his idea of a two-unit building, erected for speed, safety and economy, is practical, an idea really conceived by the elder Crane but executed by his son.

Lamson pneumatic tubes for the transmission of copy run from the city editor's desk to the copy-cutter in the composing room. Such tubes also lead from the proof tables in the composing room to the proof-readers offices, enclosed in glass cages in almost sound-proof rooms, within the mechanical section.

Then, in this endless chain, the composing room at the rear of the second floor of the building, is hooked up again with the basement, by means of pipes, shoots, and other conveyances. No metal is transferred between the second-floor composing room and the stereotyping department on the first floor, as all flat casts are made on the second floor and only the completed page mat leaves there, going down to the main stereotyping room in a connecting shoot.

The stereotyping equipment is a three-ton metal pot for making plates of the mats, with a Scott finishing ma-

FRED L. CRANE, *Journal Publisher*GEORGE W. SWIFT, *Managing Editor*

TWO "FRONT OFFICES" WITH BUT A SINGLE IDEAL

chine. They also have a Hoe hand outfit for doing the various processes in case the single machine equipment gets out of order, and duplicate equipment is provided at other points. It is seven minutes from receipt of a page mat by the stereotyper to the finished plate on the press.

Basement Made Valuable Place for Efficiency Program

THE basement in this building is in many ways an auxiliary to the whole plant. It has ample space for storing newsprint, an auxiliary pumping station, compressed air apparatus, a boiler room, coal bins, and high pressure water tanks. It is also used as a paper-baling room, and contains a large ink-tank for the press. There is an electric paper hoist for handling the large rolls of newsprint. Next to the boiler room is the auxiliary pumping station, which

stands over a sump into which all excess water drains. Twin pumps carry the water back up to the sewer level, where it is disposed of. Adjoining the pumping station is the compressed air apparatus, which cares for the high pressure water tank—making it possible to get from 35 to 40 pounds of pressure to the top floor. This latter apparatus has a total of 125 pounds of pressure, which is reduced down to any requirement. Thirty pounds are used on the plate finisher, 1 pound on the lamps, 50 pounds on the ink tank, and so on.

The building is equipped throughout both units with air pipes for cleaning the offices or the machinery or anything else. Separate exhaust fans are also provided, (1) for the Monotype machine room; (2) melting equipment (Monometer) and flat casting room; (3) Rear mezzanine locker room and

shower baths; (4) main stereotype foundry; (5) proof-reader's room; (6) telegraph machine room; (7) city room; (8) two toilet vent shafts; (9) two 30-in. fans in sawtooth skylights over the composing room. "A. B. C." and "Ilg" devices are used.

The mezzanine floor extends from the rear of the business office to the extreme rear of the building, commanding a view of the printing presses. A glass partition separates it from the press room. The press, a multi-unit sextuple Scott, stands on a base which is entirely separated from the rest of the building. It is equipped with a 75 horse power motor and a Cutler-Hammer full automatic control, both motor and control equipment in duplicate, one set always held in reserve. In the composing room, too, the electrically equipped melting pots on the Linotype machines, and the machines themselves, have all been equipped with two sources of supply for power and melting. The press is also equipped with a conveyor, doing away with the necessity of a "fly-boy." The press bed is heavy concrete sandwiched with cork.

Fine Composing Room; Ventilation Looked After

INSIDE, the composing room, which measures 60 by 110 feet, are the Monotype room and offices of the proof-readers and mechanical superintendent, Walter J. Burke. The latter's office, in the northwest corner has a raised floor or platform, thus commanding a view of the entire room, its equipment and workers. At the extreme westerly end are the two glass-partitioned offices in which the proof-readers work, while at the opposite end are the Monotype room, a wash room with ten bowls, toilets, and 48 lockers. Also, at the rear is an iron stairway leading to the ground, to comply with the requirements of the State Department of Labor.

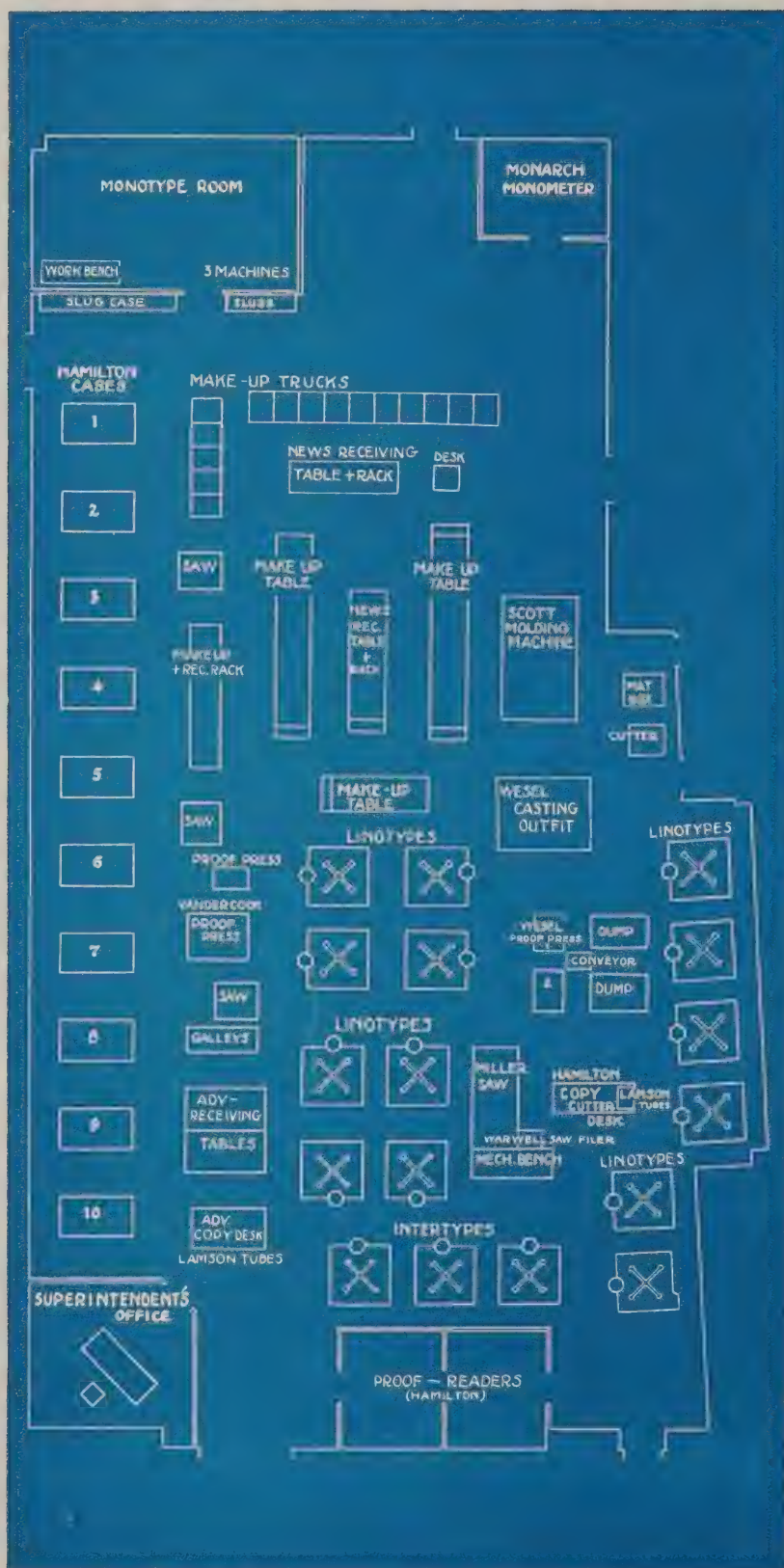
A battery of fourteen Mergenthaler Linotypes and three Intertypes occupy



TWO-UNIT, FIRE-GUARDED HOME

Few Newspapers, Daily or Weekly, Have More Painstakingly Worked Out Some Really New Ideas in Co-Ordination of Departments by Means of Mechanical Production and Transmission Devices

This "NPJ BLUE PRINT" Indicates the Routine of All Work Going Through the Elizabeth Journal Plant . . . OTHER Equipment in Different Sections Includes Scott Press and Stereotyping Outfit, Hoe Hand Outfit, Cutler-Hammer Control for Press, Lamson Pneumatic Communication, Etc.



the southwestern half of the long composing room, arranged in "circular" position. Daylight is available for each machine, the place being provided by the sawtooth skylights. The remainder of the room is given over to the "ad" and "make-up" work, all of which is lighted by the same arrangement. There are only three roof-supporting columns in the whole composing room.

In addition to the natural ventilation, the room is aired by such mechanical devices as have already been indicated. Fresh air is brought into the receiving chamber from the outside of the building, passing through cheesecloth screens for filtering in the ventilating room on the mezzanine floor, thence through steam coils to a fan which drives it through metal ducts and flues to diffuse throughout the composing room. These pipes and fans comprise a system of ventilation and exhaust of bad air and fumes through all of the working units of the whole building.

The center of the floor of the composing room is occupied by four large receiving tables, two for news matter and the others for advertisements, along with four large steel Hamilton "make-up" tables. They have found it more advantageous, in making up forms, to use stationary make-up tables in conjunction with "turtles." Hence they have stationary tables with sufficient room to make up 24 pages at a time plus 29 Scott "turtles." On their stationary tables is room for 49 chases.

Ad Department Separate In This Production Division

THE advertising section of the composing room is really a separate department, situated on the left. The equipment is entirely of steel Hamilton furniture, consisting of ten cabinets, each holding forty cases of display type, and two tables placed at either end of the cabinets—adman's tables. At the back of the right side of the room are cabinets for slugs, borders, leads, column rules, dashes, and so on.

In the Monotype room at the rear, all the type used from 12 to 36 point inclusive is cast on two Lanston machines. All the different sizes of leads, slugs, and borders are made there too. Around the walls of this room, stored in little tins, enough type is kept in reserve to fill three times. A non-fashion Monotype, a late design of the Lanston Monotype Machine Company, casts a lead $2\frac{1}{2}$ inches long as a separate unit.

Other equipment in the composing room: Two Wesel's proof-presses; 2 Vandercook proof table presses, one of page size and the other 5 columns for taking proofs of advertisements; a Miller saw, with rack attached for holding galleys; a Scott molding machine; a Monarch Monometer melting furnace; a Wesel's casting outfit for ad mats, etc.; Hamilton Steel Copy cutter's desk; and a Bulletin machine. They also have a Model J., Wardwell Mfg. Co., saw-filing machine.

It's Always Summer Under the Lid of This Texan "MPJ"

Chief of Lone Star State Association Is
Now Installed in the "NPJ Hall of Fame"

FOREWORD

INTRODUCING the *twenty-fifth* American printer-journalist "NPJ" is putting under the spotlight of its HALL OF FAME—a little monthly pleasantry, *sans* platitude, intended to pay something of a tribute to as many as possible of the men of the craft who are doing big work in organized effort to promote the interest of the whole.

N. B.—This month *ye* installing officer hands pen, gavel and dictionary to none other than a local merchant, known throughout his trade in all America for his intelligent support of newspaper community work—GEORGE E. DARSEY, of *George E. Darsey & Co., General Merchants, Grapeland, Texas.*

Mr. Darsey's story of the latest addition to the rank of *Master Printer-Journalist*, is obviously of unique interest; for one reason, because it gives us newspapermen the encouragement of really knowing that there are really some merchants-advertisers who really appreciate the printer-journalists of their villages, towns and cities.

—J. L. M.



"KID" LUKER

A. H. LUKER, President of the Texas Press Association, in looking over the stork's head for a place to land, arrived in Texas July 10, 1886, in the home of a Methodist preacher. His father was the late Rev. J. B. Luker widely known in Texas Methodism. *Where else except in a country parsonage in the sparsely settled days of East Texas could a fellow learn to do without so many things and withstand so many privations—t. i. learn the newspaper business!* His father was a prince among men, and it is no wonder that A. H. Luker is himself a prince among men.

Albert came to Grapeland in 1910 whence his father was sent as pastor. Here he acquired knowledge of the printing trade by serving as office "devil" on the paper he now owns. By his sunny traits, he acquired the nickname of "Kid," by which he is known throughout Texas.

THE Grapeland Messenger was established in 1899, with Dr. H. S. Robertson as editor. The equipment was crude. When Luker took charge of the paper, he was only 19 years of age—at that time, the youngest newspaper editor in Texas. The paper had previously been given up in disgust. It had been owned by a local stock company of business men who agreed that the profits, after deducting running expenses, should be applied on a debt upon the new Methodist parsonage. Needless to say, the debt wasn't reduced any conceivable amount in that way. In 1905, the plant was sold to Mr. Luker, lock, stock and barrel, and consisted of an old type country press, a small amount of type and other insufficient equipment.

Under his management and ownership, business principles were applied, the circulation was increased and advertising and job work built up to such an extent that new equipment has been

necessary repeatedly. The first office, a small frame building, became too small, and in the fall of 1913, the plant was moved to the first floor of the Masonic Hall which had just been completed. The new quarters afforded an ideal location, in a brick building with a floor space of 2,700 square feet, which the plant occupies today.

So well has Luker managed his paper that today the Grapeland Messenger is the only six-column newspaper in Houston County with a special 8-page magazine section once a month. His present equipment is modern and

complete. His plant has been wired and will be run with electricity upon the arrival of the Texas Power and Light Co., in the near future.

MR. LUKER has been a member of the Texas Press Association since 1912, and has missed but two meetings in that time. Prior to that, outside of driving to Grapeland in a buggy from Cherokee County (about fifty miles) he hadn't traveled a great deal; and one of his first trips of note, was that to Temple, where he joined the T. P. A. He marvelled at many sights and wonders. It is said that he drank his first iced tea while there. It happened one day in a Cafe, that he was the only one ordering iced tea, (the others having had more experience and knew what else to order) and when the waitress served it, he picked up the sprig of mint, stuck it in his coat and said "Don't any of you fellows tell my wife that this girl gave me a bouquet." Mrs. Luker was Miss Callie Spence of Grapeland, and has had a great deal to do in moulding the future of our illustrious friend. It is certain she didn't marry him for his looks. A little niece of theirs, on beholding the second son born in the family said, "he's just like uncle Albert, but he's pretty."

Since the meeting of the Association at which he became a member, he has been held in high esteem by the Texas newspaper fraternity. He was elected vice president in Galveston in 1923, and was unanimously elected president at the 1924 convention at Amarillo.

MR. LUKER is very popular in his home town. As he is editor of the home paper and doesn't have anything to do after getting out an issue of his paper (except to start the next one) he has been called upon to serve in several capacities. He is a past master in the Masonic Lodge, president of the board of Stewarts of the Methodist Church, and Secretary of the Sunday school; he



Forty-One
Journalists

make their homes in
Garden Apartments at
Jackson Heights. Its
convenience and accessibility to the "center of things" in Manhattan make it ideal for these men of the fourth estate.

More than 1300 families
are tenant-owners at
Jackson Heights.

VISIT
Jackson Heights
TODAY

Private Automobile Service to Mid-Town
THE QUEENSBORO CORPORATION
Jackson Heights Office: 25th St. and Polk Ave., Harsenmeyer 2360
Via I. R. T., Second Ave., "L" or B. M. T., to 33rd St., Jackson Heights
Send for "Financial" Booklet
Visit the Garden Homes Exhibit
Delmonico Bldg., 70th Ave. and 46th St.

WELL, WELL, WELL!

From the Advertising Columns of the
New York Journal of Commerce

is secretary of the Grapeland Chamber of Commerce and also mayor of the city of Grapeland.

Although he is very modest, he has some political aspirations. This was manifested last Spring when the town was incorporated and a mayor and five aldermen were elected. To facilitate matters, a citizens' committee nominated two men for mayor and ten for aldermen. Mr. Luker and another gentleman were chosen to "run the race" for mayor. The *Messenger* was given the contract to print the tickets and (for some reason or other) A. H. Luker's was the only name printed on the ballot in the "Mayor" column. Most everybody thought nothing of it at the time as everyone would have voted for him anyway. But eyes began to be opened later when after the first meeting of the city council, the mayor's salary was fixed at a dollar a year, and the next issue of the *Messenger* announced that a new Linotype machine of the latest model had been purchased, the old one having suddenly become insufficient to turn out the work!

Mr. Luker is, as every newspaper man ought to be, an advocate of those things that tend to build up the town and make for the betterment of the community. He champions the cause he thinks right and is a real asset to his home community and the Press of the Lone Star State.

—M. E. DARSEY

AGAIN, THERE'S ONLY ONE REMEDY FOR THE GRAFT

LOUIS ZIMMERMANN, Secretary Wisconsin Press Association (Under the startling heading "Cutting Your Own Throat")—"If the newspaper men themselves would just quit publishing this (free graft publicity) stuff, the sending of it would be eliminated in a week. No organization is going to spend money for printing and postage unless it finds that it is getting something out of it. Just as long as these parasites of the newspapers can get their stuff over without paying for it they are not going to pay for it."

HOW MUCH TO SPEND FOR RURAL CIRCULATION

ROY C. PARRISH, Decatur (Ill.) *Herald*—"Circulation on rural routes in the immediate or suburban territory should be secured at a cost of not to exceed 35% on new and renewals. In the country, with longer mileage and heavier railroad fare, mail subscriptions will probably cost 40 to 50%. New territory has cost 80, 90 and 100%, but the next year only 50 to 60%."

RESPONSIBILITY—O. S. WARDEN, President of the Montana State Press Association: "The conduct of a newspaper is a serious and responsible business. One reason a newspaper man gets along is because he has faith when things go dead wrong. Errors are costly, blunders are expensive, falsehood drives readers away."



FRED R. EWING
General Manager, Princeton (Ind.)
Daily Clarion-News



GEORGE B. GRIGSBY
Business Manager, Princeton (Ind.)
Daily Clarion-News

Plies Yardstick Two Years to Realize His Ideal Plant

*Small-City Newspaper Home in Indiana
Abounds With Features That Many Need*

By NORMAN J. RADDER

Associate Professor of Journalism, Indiana University

TWO YEARS ago Fred R. Ewing, editor and general manager of the Princeton (Ind.) *Clarion-News*, was often around the plant with a tape line and a yard stick. For the previous fifteen years he had been dreaming of an ideal small town print shop which he hoped to be able to build some time. Then the time came when he could afford to build it. For a solid year he worked on the plans. He estimated the space needed by each department, he placed every piece of machinery; he even "spotted" every light.



ORDERLY AS THE SHOP

Top Half of a Typical Front Page
Make-Up of the Clarion-News

Princeton is a city of 10,500, the county seat of Gibson county. The *Clarion-News* is a daily with a circulation of 3,200.

The *Clarion-News* building, which is 42x60 feet, stands on Princeton's main street. It is built in the Gothic style out of Rugby red brick of tough texture with stone trimmings. The woodwork is oak with hard maple floors. The walls are done in tan. The windows are so arranged that there are no shadows anywhere in the building. A number of features not ordinarily found have been used in the building. One of these strikes you immediately as you ascend seven steps from Princeton's Main street and find yourself in an open vestibule.

Three doors open from this vestibule. The door to the right is lettered "Business Office," the center door, "News Room," and the lefthand door, "Editor and Manager." Printers enter through a side door to the rear at the left. Carrier boys enter at a side door near to the right center of the building. Thus, with five entrances, each department may conduct its work entirely free from interruption often caused by visitors seeking other departments.

Real Window Display Space; No News Boys Running Wild

ENTERING the door "Business Office," you are impressed with another feature of the new plant and that is the proportionately generous space allowed to this department. The room is 24 x 24 feet.

A few feet up from the floor and running the entire length of the plate glass window is a shelf four feet wide. This is for window displays for the *Clarion-News*, for merchants, for national advertisers, and for the commercial club.

Business is conducted over a handsome semi-circular oak counter with a safe at one end and a desk at the other. The private office of the business manager is in the corner, behind the counter.

A door at the rear of the front business office leads to the office of the circulation manager, and here we come to another interesting feature of the plant, and that is the segregation of the newsboy.

"We found in the old plant that the newsboy is a nuisance when he runs all over the plant, as he is bound to do unless he has a room of his own," declared Mr. Ewing. "I made up my mind that in the new plant I would give the newsboys a room of their own so they wouldn't be getting in everyone's way."

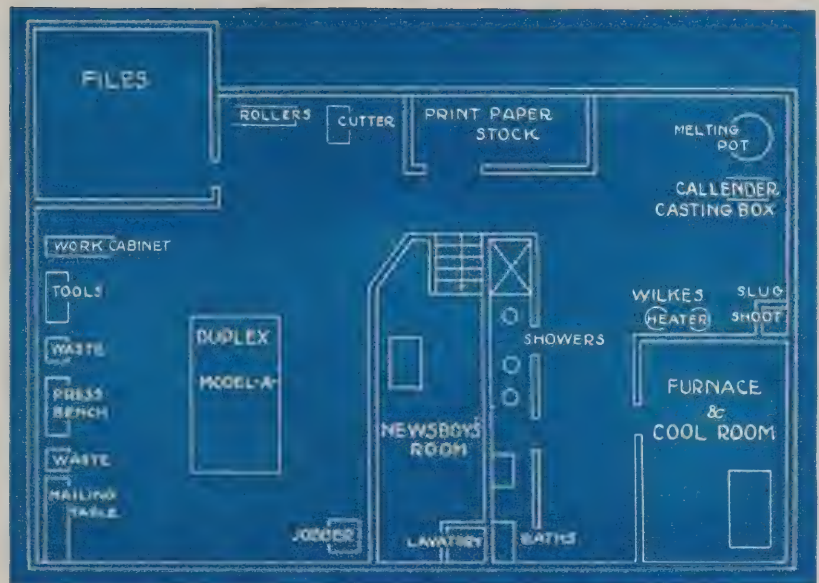
The newsboys enter through a side door which leads to the office of the circulation manager and also to the newsboys' room downstairs. This newsboy room is about 10x15 feet with a toilet and with a window opening to the pressroom. While there is a door to the pressroom, it is kept locked and the newsboys get their papers through the opening and also settle with the circulation manager.

For the newsboys, too, this plan has its advantages. They have a warm room to wait in. In fact, the *Clarion-News* has carried out on a small scale what the *Detroit News* and the *Grand Rapids Press* have done on a large scale—inventions which have made these Booth papers leaders in newsboy welfare and education projects.



CLARION-NEWS' "FRONT DOOR"

Entry Is Especially Convenient for Customers Going to Any Department



PRESS ROOM IN THE SEMI-BASEMENT

Special Provisions for the Newsboys Are Among the Features of This Important Part of Clarion-News

News Room Not Neglected in New Plant Arrangement

THE news room, entered from the open lobby by the center door, is 12x18 feet. Along the center of the outside wall is a desk 4x5 feet. At each end are small tables with typewriters. A phone is on the desk and the long-distance phone swings from the wall where it is out of the way when not needed and yet conveniently at hand when required.

At the left of the lobby entrance is the editor's office, a room 9x12 feet, which also opens into the news room and has a door to the open court in the rear.

Each department, news and business, has its own door to the composing room. The door from the business office leads directly to the ad-hook and to that part of the composing room where ads are set and made up. The door from the news room leads to the news-hook, or rather the hook is just inside the door and in this part of the composing room are the two Linotypes, a model 8 with three magazines, and a 19 with two magazines, and a head-letter auxiliary.

In the Composing Department; Foreman Builds Valuable Rack

THE composing room with an area of 900 square feet, occupies the entire rear of the main floor. It is superbly lighted from the north, east, and south by nine large factory style steel sash windows fitted with opaque factory ribbed glass. The concrete floor of the composing room is covered with Pariod roofing material which gives relief from the hard concrete. (This material was at first laid under the Linotypes also, but was found to be impractical there.)

The linotypes are at the north end of the composing room and the ad type cases at the south end. Between the two are the imposing stones. Thus copy enters at either the ad or the news door, travels to the Linotypes or ad cases, then to the proof press at the center of the room, then to the stones, and from the stones to the elevator—in the center of the building.

At the far end of each of the three large imposing stones is a rack for slugs, leads, rules, borders, break-over lines, dashes, etc. This rack, which was planned by the foreman, George R. Wire, consists of a board fastened lengthwise at an angle of 32 degrees and partitioned off for the various materials it holds.

In the southeast corner of the composing room is a small room half as high as the ceiling of the composing room. In it is the Miller saw.

Common Problems Are Solved in Clarion-News Press Room

THERE is a basement with a concrete floor underneath the entire building. The Duplex model A flat-bed perfecting press is at the right front of the building underneath the business office. It is set in concrete and there is no vibration. The basement windows on Main street are of sufficient length to permit a full view of the press room below.

Mr. Ewing said the location of the outdoor stairs with reference to the pressroom gave him more trouble than any other single feature of the building. As finally worked out, there is ample room for manipulating the paper when the web breaks. Under the stairs in the pressroom is a stock cabinet. In the corner is a fireproof room for the files.



A CORNER OF THE COMPOSING ROOM

Compare This With the "NPJ" BLUE PRINT Sketch of This Floor; Perfect Illumination by Daylight Is Achieved

A CHANDLER & Price 12x18 press is in another corner of the press-room. It is used almost exclusively for *Clarion News* work.

The press room is also the mailing room. The newsboys' room adjoins the press room and is connected with it by a window and a door; the latter, however, is for emergencies only, and is normally locked. The newsboys' room, the stairs, elevator, wash room, and shower bath, are in the center of the basement on the south side. In the center of the north side is the place for storing print paper. The paper is kept on a wooden floor several inches off the concrete. It comes in through the double door and gently slides it into place.

To the rear, north side, is the melting pot and casting box. In describing the composing room, it was pointed out that the stones are in the center of the room. Next to the wall and close by the stones is a chute for slugs. This chute leads down to the melting pot. In this section of the basement is a hot water heater which is used in the summer.

To the rear of the basement on the south side is the furnace room. The plant is equipped with the Trane vapor system with ceiling radiators in the basement. The same driveway leads to both coal chute and paper chute.

Mention has already been made of the shower bath in the basement. It has proved very popular with the printers, Mr. Ewing says.

*All Plumbing Is Grouped;
Public Service Room Created*

A FEATURE of the building which won the enthusiastic praise of the architect to whom Mr. Ewing presented his plans after a year's study of the problem, is the way all plumbing and

all switchboards have been grouped. All toilets and washrooms upstairs or down are at the center of the building. At one place in the composing room are the main switch and fuses. There is a separate meter and switch for light and power. The same rate is paid for heating metal in the Linotype pots as for power.

Although the walls are strong enough to bear a second story, there is only one room upstairs. This is a room 24x30 ft. in the northwest corner in front. It is used for announcing election returns and other events of great public interest. It is completely wired and enables the paper to give out informa-

tion without interfering with the regular routine of the various departments. Recently a radio receiver has been installed for news and public service.

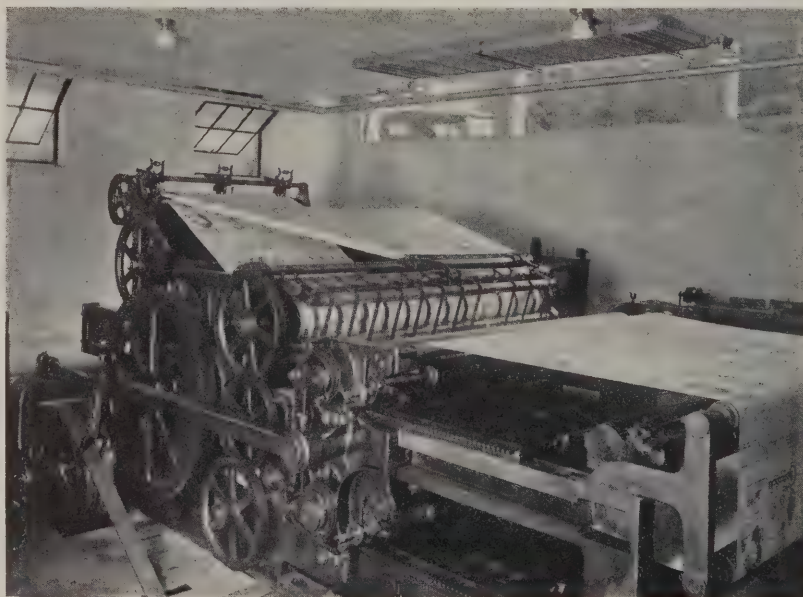
There are no blank walls in the building except on one side of the editor's office. Since the building does not occupy the entire lot there is plenty of air and light. Every inch of the building itself is occupied as may be noted from the accompanying floor plans. Gravity and straight-line methods speed up production. In fact, the building is a model. After having worked on his plans for a year, Mr. Ewing inspected the best plants in three states. When he returned he made no changes in his original plans.

COSTS OF THE NEW BUILDING

The general contract for the building, including plumbing, was \$16,500. In addition, the heating system cost \$2,000, electric wiring \$1,000, elevator \$500, business room counter \$500, concrete walks in court, in front, and in back of the building, with other incidentals, about \$500. The lot cost \$4,000. Thus the total cost was about \$25,000. The equipment in the building invoices slightly over \$25,000.

*History; Ad-Rates; Volume;
Cut Service Found Valuable*

THE *Clarion-News* is one of the oldest papers in Indiana since it traces its ancestry back to the *Democratic Clarion*, a weekly, which was founded in 1846. In August, 1877, S. R. Stordmond purchased the *Clarion* and continued as its editor and publisher for 24 years. He started the daily in 1897. In July, 1901, the paper was sold to Fred R. Ewing and two associates. In 1902, the *Clarion* and the *Princeton Evening News* were consolidated. In 1909, George B. Grigsby purchased an



DUPLEX MODEL A IN IDEAL SURROUNDINGS

Although the Press Room of the Clarion-News Is Located in the Basement, the Light and Ventilation Are Excellent

interest in the paper. He is the business manager.

The *Clarion-News* was the first Princeton paper to install a Linotype. It was also the first to give its readers a daily telegraph press report. Today the paper is a member of the Associated Press and receives the full wire report until noon by traction from Evansville. In the afternoon it receives a 30 minute call. It is also a member of the N. E. A.

The paper goes to press at 12 o'clock in order to make trains, traction or bus lines. It has a circulation of 1,383 in the county by mail and 1,540 copies are distributed in Princeton. Copies sent outside the county bring the total circulation up to 3,200. The paper has never had a contest. Its gross volume was \$50,000 last year.

The Meyer-Booth ad service is used. The local rate is 20 cents an inch on three months' contract. In order to get this rate a merchant must take space in every consecutive issue during the term of contract. The transient local rate is 35 cents. This is also the rate for transient foreign. The foreign contract rate for a minimum of 100 inches is 30 cents. Neither full nor next reading matter positions are ever guaranteed. The classified rate is 1 cent a word.

Help to Build Up Paper; Owners Active in Community

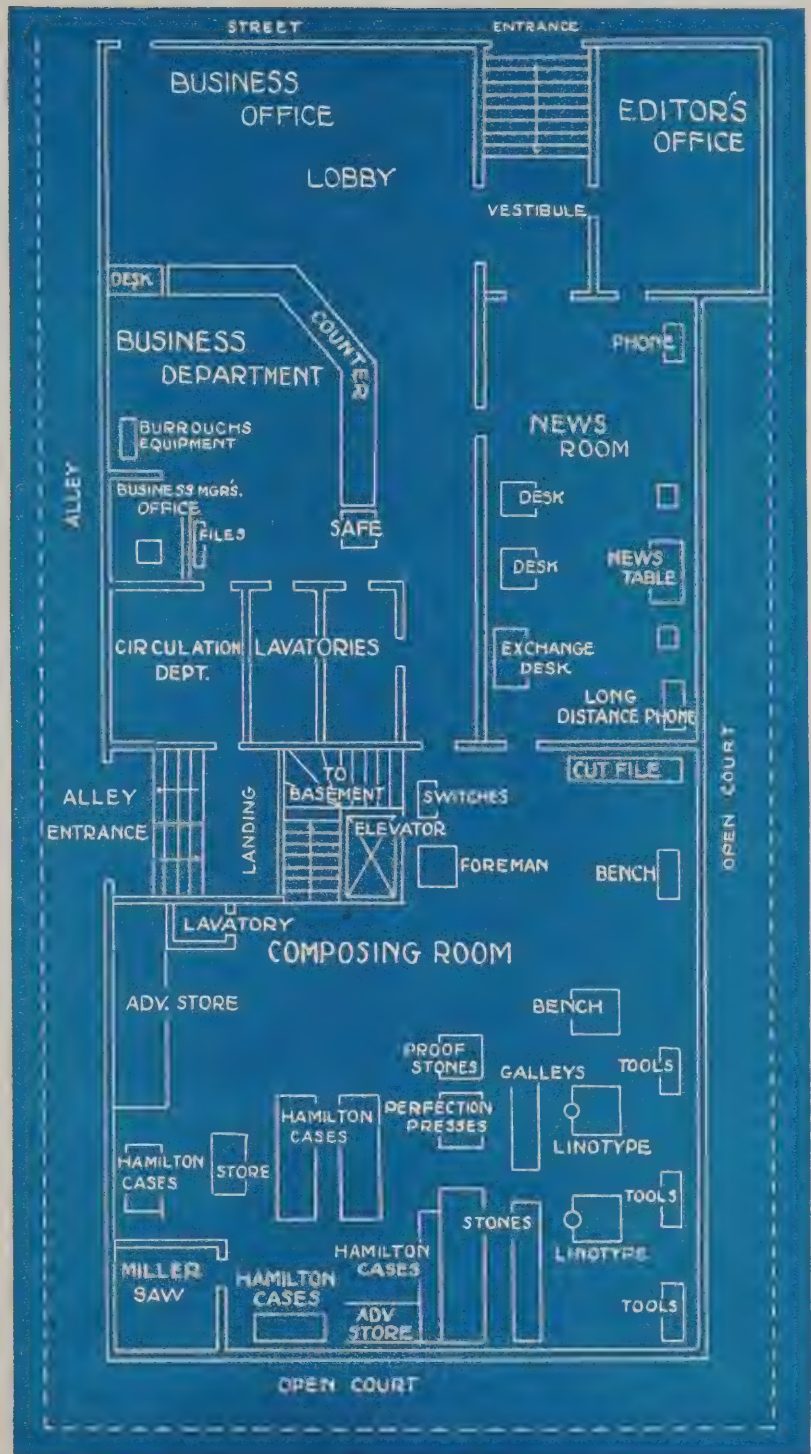
ASSISTING Mr. Grigsby, the business manager, are: Miss Essa Phillips, bookkeeper; Miss Blanche Ballard, circulation manager in charge of the *Clarion-News'* force of 18 carriers; and Miss Marjorie Diffendorfer ad solicitor. The newsboys are paid by the week with a percentage on collections.

Major Roderick S. Munford is managing editor, Ruskin Swan is city editor and Rose A. Crowe is reporter. Fifteen correspondents send in news from nearby communities. They are paid a space rate and average \$6 a month.

The mechanical force consists of George R. Wire, foreman, two machine men, one ad man, one pressman who also helps with the ads, one casting and filing man who also assists the pressman and does the saw work, and one apprentice.

The *Clarion-News* is a leader in civic progress. Some years ago the city had no library. The *Clarion-News* found the terms under which a Carnegie library could be secured. It donated \$100 to the fund for a site and kept after the project until the necessary amount was raised. Mr. Ewing is a member of the Rotary club and Mr. Grigsby is president of the Kiwanis club.

INSURANCE PLAN—The Crookston (Minn.) *Daily Tribune* has been offering a subscriber insurance for \$1 a year. Present and future subscribers were covered. \$1,000 for loss of life, \$500 to \$1,000 for loss of limbs, etc., and \$10 per week up to three months in case of injury while traveling.



OFFICE AND COMPOSING ROOM FLOOR

As Told in the Article, the Princeton (Ind.) Clarion-News Layout Represents Years of Close Study of Its Management, and It Is an "Experience Story" in Itself

NOTED COUNTRY PUBLISHER USES ATTRACTIVE PLAN

FRANK O. EDGEcombe, Geneva (Neb.) *Signal*, sends out a query sheet when he bills subscribers for renewals, asking all sorts of sincere questions to ascertain how the *Signal* is getting over, wherein it seems to fail, and what he ought to do about it.

MILK—Rev. J. T. Bradner Smith, opening the Conference on Church *Publicity*, Chicago—"Early every morning at the doors of thousands of people we see a milk bottle and at its side a newspaper. Both will enter the homes of the people that morning. The milk must be guaranteed pure for the body. But what about the newspaper?"

EDITORIAL

Ole Buck as Mohamed

He Goes to the Mountain

OPPORTUNITIES of Association officials to help the profession and business involved in the printing-publishing field are not growing less; in fact, they are broadening, and reaching into the public mind.

Bulletins, letters, conventions and the like are being used more intensively than ever before by live-wire association secretaries to promote the true interests of the members. Increasingly the Tufford-Johnson - Hotaling - Fell - Hudson - Kelly type of secretary-manager, are also using opportunities to do similarly good work with the advertisers and the public. "NPJ" in the last issue took opportunity to point out the growing problems growing out of the present-day recognition of the public relations between the newspaper as an institution and the people as a body.

NOW comes Ole Buck, field manager of the Nebraska Press Association. Called on by a wire by the secretary of the Idaho state association one night recently, to get on the radio at 8 p. m., when the Idaho press would be "there" to listen to something on the subject of printing and journalism, Mr. Buck accepted despite much other work on hand.

The address was caught in every part of the country with no advance announcement. The publisher of "NPJ", Mr. H. A. Apple, got it. Mr. Buck, in reply to an inquiry, says:

"It is an experience I shall always remember with pleasure. I seem to have had an enormous audience. Letters and telegrams have come to me from all over the United States and Canada. While many were from newspaper folk, a great many were from other people."

WHATEVER may be the questions about the radio's position as to the newspaper's situation, in this case the radio surely served the newspaper profession and business in a manner that counts. The possibilities, for example, of "newspaper and printing" campaign by an organization such as the proposed national council of associations, are almost overwhelming to thought.

With the possible exception of the stage, is there any business or profession so grippingly interesting to the public as that of publishing: printing? Then, why not tell, and keep a-telling the eager public the true story of our business and profession—in print, by radio—and shut up the alleged joke-smiths and knockers and axe-grinder press agents, and even certain playwrights?

—JOHN L. MEYER.

A Woman to Editors: *Women Are Just as Human as the Men*

Newspapers, Declares Investigator, May Be Far Wrong in Running Petty "Woman's Stuff"

By RUBY A. BLACK

WHAT do women read in their newspapers? Are editors—mostly men—on the right track in selecting women's features? I set out to answer this question for the *Wisconsin State Journal*, Madison. I worked at it a whole summer. After daily questioning of women of every section of the town, women of every intellectual and temperamental status, the first conclusion that I reached was the Voltaire generalization, "all generalizations are false."

The next conclusion I reached was that you can't tell by a woman's education whether she reads editorials or whether she reads comic strips. The woman questioned who showed a most thorough knowledge of every section of the paper, from editorials to wood-pulp serials, was a 14-year old Italian girl. One of the few women of the town who admitted a daily reading of Adele Garrison was one of the leading professional women.

A FEW facts, however, did reveal themselves. In general two extremes interest women most—those things most directly concerned with their homes or their professions, and their clubs and recreations—and those things farthest removed; those things into which they escape from the humdrum of their existence as business women or as housekeepers. Newspaper readers want both help and entertainment.

For instance: Nearly every important business woman questioned said they wanted Chicago rather than New York stock and bond quotations; and, remembering their early struggles with investments, wanted regular advice directed to the small investor—not, of course, specific, but general. These women felt that the need of simple expositions of budgeting, of buying on long time, of the way to obtain both adequate returns on their investment and also security, are more necessary than recipes. At the same time, housekeepers, both city and country, were thoroughly satisfied with the recipes then being published, and were troubled whenever for any reason they did not appear for a day.

In every case, however, *the news is the important thing. Women read the newspaper for the news*; international, national, state, local. In the home town papers they are most interested in local news. Women who are at all active in public affairs—many such were interviewed at length—show that they are thorough readers of editorials. In Madison they read all editorials in both

papers, and leaders are usually not hesitant in telling editors what they think of their comments.

While a surprising number of women confessed to daily reading of "The Revelations of a Wife," and not many showed by vehement disapproval of it that they were reading it anyway, it seemed to me to be a feature that was not a habit. The love-lorn department run by a competing paper seemed to have a stronger hold. Personally, I found the question and answer feature more humanly interesting.

ONLY two women the whole summer long said that they did not read the society and club sections. One of these had recently moved to Madison, and she read the society section of the Janesville paper, and not the Madison society, because she did not know Madison people. The other was the wife of a railroad shop worker who said she "was not interested in the people who get on the society page, but in the people who are really doing something." She read the achievement stories of women successful in business, industry, the professions, and the arts, and liked those.

How Women Read Ads

EIGHTY-THREE per cent of the women of Los Angeles read newspaper advertisements daily; 72 per cent declare that the read magazine advertising; 36 per cent say they are more influenced by newspaper advertising, while 23 per cent claim it is magazine advertising which has the greater effect upon them.

These statistics were collected recently by the Women's Advertising Club of Los Angeles.

Analysis of the replies to the questionnaire indicates the following percentages of reading and influence among women—

	READ.	INFL.
	%	%
Newspaper advertising	83	36
Circular letters	83	1
Announcement cards	64	4
Booklets and Pamphlets	32	1.7
Magazine advertisements	72	23
Program advertisements	63	3
Street car advertisements	75	4.2
Poster advertisements	54	4.4

Illustrated advertisements are preferred by 64 per cent. Chatty, conversational copy by 34 per cent. Mere statement of facts and prices 60 per cent. Comparative price advertising is preferred by 35 per cent.



RUBY A. BLACK



ALONG this line, an interesting suggestion was made. One woman, a leader among industrial workers, believed that stories of all the industries in the city in which women work should be interesting. Her idea was not to write muck-raking stories about "the poor working girl," of course, but to take the telephone company, the shops, the battery factories, the candy factories, the tobacco factories, and the shoe factories, and talk with young women leaders among the workers there, describe their work, telling where they begin and what positions they may attain, and pointing out their service to the community through their work.

The feature most often mentioned to me with approval, without any suggestion on my part, was a series of articles being written on the functions of city and county officials. These were written in a live, personal way, and were begun on the front page in a double column box at the bottom of the page. While the series on municipal government was being run, the women's organizations became interested in county government through their efforts to bring about regulation of dance halls outside of the city limits, and asked that a similar series be written on county government. This was done, and the whole series was reprinted in a pamphlet and sold to the members of the League of Women Voters and other organizations concerned.

Local features were always favorites. Stories about Madison's history, Madison's people, Madison's unusual things, and local conditions were always not only mentioned favorably, but were referred to in such a way that it was clear that they had been read.

Any investigator will find, by the way, that people say that they read what they wish people to *think they read*, and they sometimes deceive themselves. Many people who read lovelorn columns will not confess it. Many people who ask for more articles on international politics won't read those published. They have an idea that it sounds well to say that they read heavy stuff, but when the paper comes, they turn to Jiggs.

CONSTANT requests for suggestions for improvements in the paper brought forth some interesting ideas. Besides those already mentioned, the following came out:

A citizenship column for men and women;

A symposium of what women are doing in other sections of the country which is of the same nature as the work of Madison's women's clubs;

Obituaries in a regular column instead of scattered;

More ambitious and authoritative articles of exposition and comment on current issues;

Articles on the food and clothing problems of business and industrial women;

More health and beauty articles, by well recognized scientific writers;

Brief, thoroughly reliable, absolutely unprejudiced descriptions of the motion pictures playing in the city, similar to "Life's" movie reviews;

News about books;

Fashions;

Political stories that are interesting, non-partisan, and indicative of the connection between politics and the home;

More school and educational news;

Stories of the younger men and women achieving unusual things in addition to the stories of the more notable ones.

ONE thing local and community editors need to remember, since the voice of the leaders is more loudly raised, is that it is the women of the lower middle classes who read the local papers most thoroughly. Women leaders, educated women, wealthy women, have other reading—metropolitan newspapers; weekly reviews; monthly magazines of general interest; magazines devoted to fashions, housekeeping, fiction, and professional advancement; and books. Since they have to rely less on the local newspaper, they read it less thoroughly, and are less to be considered in making a selection of news and features for it than are the more articulate women.

When I began the survey, I had a theory, one inherent in me, that women are as different from one another as they are from men, and that nothing can be said to be characteristic of women and nothing characteristic of men, except a few biological differences and for practical purposes a few differences created by tradition. To make the survey unbiased, I put my conviction in

EDITORIAL

Why Be a Ground Hog?

ASSOCIATION treasuries report for January that never before have members' dues come in so promptly, so readily, so gratefully. 1924 was *not so bad* in the field of printing and publishing.

But "NPJ's" mail at first glance told some apparently conflicting stories of new year trends.

There is evidently much wavering in quoting prices for printing at present, and a tendency in some quarters to put to test the advertising rates and regulations of newspapers.

The quantities of "free publicity matter" appear to be increasing, especially from some of the users of large space in dailies and weeklies. More "directors of public relations" are using up stationery.

PUBLICATION of these current pick-ups, it might be charged, is not advisable because it could tend to increase instability on the part of executives in the newspaper-printing field.

That should not be, and need not be. *Facts are always useful.* If the foregoing does furnish an alibi for some few weak-kneed ones, looking for excuses to cut prices instead of digging and working, *let them slide!* They'll do it anyway.

But, the members of the newspaper publishing and job printing fraternity who think forehandedly will put up their guards and watch, watch and watch, lest they enter into temptation.

They will remember that February is primarily the month of LINCOLN, of WASHINGTON, rather than of the ground hog afraid of a shadow. —JOHN L. MEYER.

storage for the summer, and did all I could to find that women do so-and-so, and read such-and-such. At the end of the survey I had to go back to my temporarily discarded theorem. There are possibly two or three things in which some women are interested in which virtually no men are interested, such as preparing the meals and feeding the offspring. But there are also women not at all interested in these two or three matters, and there are women interested in sports and automobiles and finance.

AND so, if I were an editor, I should try to find out all the things in which any appreciable number of human beings may be interested, and I should try to cover all these in the best way possible, *aiming all my copy at both men and women*, considering all the varying needs of the different people concerned with all these human interests. Then I should trust to luck that women would be human beings at least, while reading the newspaper.

Checks Signed Always Alike; Why Not, Also, Advertising?

Good Sales Tip for Job Printers and Publishers of Newspapers

By GEORGE E. BOUNDS

Newspaper Ad Signature Service, Hannibal, Mo.

WHAT has made the names of Ivory Soap, Valspar, Goodyear, Camel, Packard, Cadillac, Victrola, Community, and hundreds of other products famous? The attractive style of lettering, and perpetual use of, that name.

You as a publisher would not think of changing the name or style of name, of your newspaper each year; or, as a printer you would not deliberately move your place of business to a new location each month. You know that there is an increasing advantage of being identified with a location and a name so that people can easily find you.

The perpetual use of the product's name or the merchant's name plate in all classes of advertising and printing is the big thing that every merchant or manufacturer should be made to realize. A great mistake a merchant can make is

that of publishing the name of his store in different styles.

This leads both publisher and printer into a new phase of advertising sales work that can be made profitable with its proper use.

Team Work can be attained if you as a publisher or printer will encourage your customers to invest in a signature plate that will enable you to talk additional space and extra orders for job work on a sound basis.

HERE'S the idea in a nut shell: The newspaper sells the merchant a signature plate; it is used in all of the merchant's newspaper advertising. He will have plates of different sizes. The printer in his effort to create new business, sees the signature of the merchant in the newspaper. He is impressed with this idea. Why don't Woodman and

Son use that plate on their stationery and envelopes? It would look good printed on their billheads and sales slips. He can see the possibility of selling additional job printing such as folders and direct-by-mail advertising to work in harmony with the newspaper advertising of the merchant. With this thought he goes to the merchant and explains the perpetual use of the name plate. He can say that with constant use, as a tie up with the newspaper ads, the name will soon become a business asset.

This article is written with the thought in mind of this next step, which both publishers and printers can take to help their clients, in the rightful use of the signature. Article and article has been written about "the picture in the ad" or "the color of the job", but what can be more important to the customer than the proper display of his name!

In conversation with a music dealer recently the following facts were brought forth, which carry much food for thought, regarding the proper manner in which the merchant or manufacturer can make most of his name.

E. A. Parks of the Parks Music House, Hannibal, Mo., said: "The signature, slogan and trade mark of our firm is worth hundreds of dollars in the accumulation of business. People know this store by its name plate, which they immediately recognize. We have found that no matter where it is printed, it stands out above the rest of the ads or printing it may come in contact with. Our name is their surety of service and satisfaction; we have made our customers believe in our name just as Victor has in the selling of its products. We feel that the use of an attractive lettered name plate can be made a business asset for any firm. Nothing that we advertise or print is sent forth unless it carries this store's signature plate, or the same advertising identities. No merchant can realize how much he can attain from his store's signature if he takes the proper care of it."

In closing, Mr. Parks stated: "I wouldn't think of signing my name in a different style on every check I signed; therefore why should my firm print its name in a different style of type on every piece of advertising or printing that we use in carrying on business."

TO prove all that has been said, make this test. If you are a publisher of a newspaper, go through your files and note different styles in which certain advertisers' names have been set. If you are a printer take the samples that you have of one certain business house, and see for yourself the number of different styles the name has been set in. It is the duty to both printer and publisher to encourage the customer to invest in signature plates. The average sizes necessary, and which will work for all classes of printing and advertising, are the one, two and three column plates.

The reproductions of signature plates of merchants in various towns, and the perpetual use of the signature plate are illustrated to carry out the principal

Why Not Try This in Newspaper Plant? University Shows Students Cost-Facts

When Charges Against Daily Paper Go Up, the Reasons, Based on Cost Finding Records, Are Posted With the Assignment Sheet

TEACHING of journalism at Indiana includes not only writing and editing, but is gauged so that the actual cost of production of the university daily will not be excessive. J. W. French, editorial adviser, posts daily figures on costs with the assignment sheet, showing the effect of the editorial work on costs. The Standard Cost Finding System is used.

Here is a sample: "The cost of the *Daily Student* today was \$3 more than any other four-page issue this week. Errors corrected in the page proof instead of in galley proof or copy, caused the cost to soar. Both reporters and copy readers are cautioned to take more pains in their work."

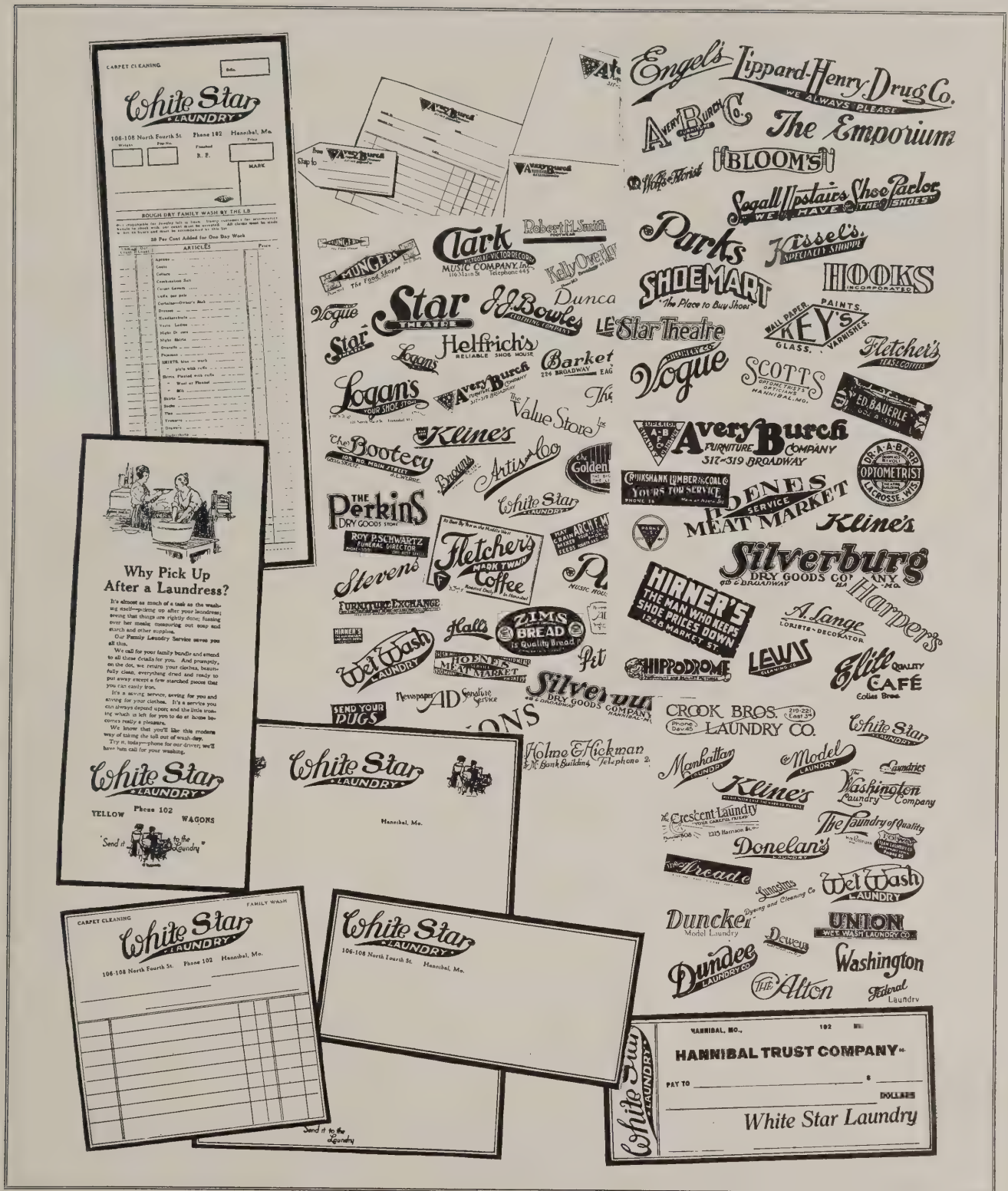
Prof. Radder is the author of "*Newspaper Make-Up and Headlines*" and in addition to his college education, had four years as a printer and several terms as reporter and editor. He has taught



NORMAN J. RADDER

Associate Professor of Journalism, Indiana University, Bloomington

journalism at Arkansas, Minnesota, Wisconsin and Washington state universities. One summer he put in his whole vacation "reading copy" on the *New York Times*.



SAMPLES OF SIGNATURE PLATES THAT HELP EVERYBODY'S SALES

idea of this article. You will note how the White Star Laundry, has used its signature plate to a good advantage. The laundry slip, the newspaper ad, the billhead, stationery and bank check are all featured with the same advertising identities. The firm is cashing in on

its laundry's name. It has been made a business asset.

(To publishers and printers who are subscribers for the NATIONAL PRINTER-JOURNALIST the author of this article has consented to prepare penciled sketches of signature plates.)

EVERYBODY'S DOING IT—Says

The Nation's Business, U. S. Chamber of Commerce: "An apartment house in Brookline, Mass., is to publish a paper for the convenience of its tenants." Perhaps the "at homes" of the janitor will be chronicled.

Classified Advertising Gets an Organized Scrubbing

Committee of Fast-Growing National Association Reports on Acceptability

IN order to maintain the confidence of readers of Classified Advertising, scrupulous care should be exercised to exclude fraudulent, questionable, misleading statements," says the report of *Recommendations of the Classified Advertising Managers' Association as to Acceptability of Classified Advertising*. The report also declares that "classified advertisements should clearly convey the advertiser's requirements." The committee reporting of which W. W. Miller, New York *Times*, is chairman, includes J. H. Butler, Houston (Tex.) *Chronicle*; L. L. Heaton, Philadelphia (Pa.) *Bulletin*; H. A. Dryden, Peoria (Ill.) *Journal*; W. S. Campbell, Toledo (O.) *Blade*; J. J. Tierney, Spokane (Wash.) *Review*; W. Moran, Omaha (Neb.) *World-Herald*, and T. Mulhern, Brooklyn (N. Y.) *Eagle*.

The report leads off with a statement of objectionable advertisements:

Offers of something of tangible value for nothing.

Advertisements that make false, unwarranted or exaggerated statements as to profits.

Bucket shops and offerings of financial prospects.

Matrimonial offers, fortune telling.

Objectional medical advertising and offers of free medical treatment; advertising that makes remedial relief or curative claims, either directly or by inference, not justified by the facts of common experience. Massage advertisements should also be rigidly investigated and censored.

Advertisements which request money for samples or articles unless for an established, reputable house.

SOME general rules covering the acceptability of classified advertisements are given, as follows:

Advertisements should not discriminate against any class, race or religion.

Announcements of a personal nature should be signed by the advertiser and proper verification of the authenticity of such announcement made.

Agents or dealers, etc., should indicate in all advertisements their identity in order that the reader may not believe the advertiser to be a private individual. (If placed by an agent the word "Agent" should appear before the address, and if placed by furniture dealer the word "Dealer" should appear before the address.)

Advertisements requesting samples of work, photographs, etc., should include name and address of the advertiser.

Help Wanted advertisements offering home work opportunities should be closely censored. Also, Help Wanted advertisements of Motion Picture Companies for young men and women to appear in pictures.

Help Wanted advertisements for Salesmen should indicate in some way the article or service to be sold and basis of compensation, whether salary or commission is paid. (Advertising under the heading of Men or Young Men indicating that selling is required, should comply with this regulation.) The basis of compensation rule should not apply to retail store salesmen or salesladies.

Help Wanted Salesmen advertisements with exaggerated statements as to earning possibilities should not be accepted.

Situations Wanted advertisements for position as Companion should indicate that the position is desired with person of same sex as the advertiser.

Civil Service Schools, Detective Schools, etc., guaranteeing positions or giving promise of future employment are objectionable. Advertisements of Motion Picture Schools should be rejected.

Instruction advertisements should not appear under Help Wanted classification and should not guarantee positions to students.

Real Estate advertisements offering profits over 30% or exaggerated statements as to future possibilities guaranteed are objectionable also.

Advertisements that may cause money loss to the reader or injury in health or morals or loss of confidence in legitimate, honorable business.

Advertisements that are ambiguous in wording and which may mislead.

Advertisements of a personal character that make uncalled for reflections on competitors or their goods, jokes, threatening phrases, etc.

Advertisements that are indecent, vulgar, suggestive, repulsive, or offensive.

Classified advertising of a financial character should be carefully investigated. References should be required of advertiser when, in an announcement, money is offered or desired.

Advertising offering to board children under 12 years of age should submit certificate from registered physician or Board of Health, or at least three references.

Situation Wanted advertisements of women desiring positions as housekeeper should not include such statements as "To gentleman," "To bachelor," "To widower," etc.

Mailing lists offered for sale should be subject to close scrutiny and should not be accepted unless offered by established, reputable firms.

PROFITABLE PLEDGES—Several mail enclosures recently received by "NPJ" from printing and journalistic organizations, contain such pledges as "I will honestly endeavor to add a profit to each and every estimate given or printing job order filled."

P. S.—ADD A PROFIT!

As It Was In the Beginning

"NPJ" has secured brief sketches of the early days of a number of well-known printer-journalists in various parts of the country, and will publish these from time to time, in line with its "Experience Story Policy."



WILLIAM B. BALDWIN

Manager and Editor
Medina (O.) County Gazette

LIKE many another newspaper man, Mr. Baldwin owes his choice of a vocation in life to the field of amateur journalism. When he was 15 years of age, a family moved across the road from his home in Akron, Ohio, whose two boys owned a small printing press.

"That summer we started in doing small job work which led to the fever of printing a paper," said Mr. Baldwin. "The first issue was of four pages, each 4x6, two columns in width. Having no column rules, we ruled each copy with a lead pencil. The Akron *Independent* grew month by month, the name was changed to the *Amateur Press*, with a hundred subscribers and advertising that paid our expenses. I served during this time as president of the Buckeye State Amateur Press Association and corresponding secretary and official editor of the National Amateur Press Association. The day after I graduated from high school I entered the employ of the Akron *Daily Beacon* as a cub reporter.

"I saved \$200 of my year's salary of \$6 and then \$7 a week and entered Buchtel College (now the Municipal University of Akron) in the fall of 1887, graduating in 1891. I founded while in college the student's publication, the *Buchtelite*, of which I was editor one year and business manager one year, also working Saturdays and vacations on the *Beacon*, which by consolidation had become the *Beacon-Journal*. The day after graduating I went on the *Beacon's* staff serving successively as reporter, city editor and editor until 1910, when I left to become postmaster of Akron.

"The change from a Republican administration to a Democratic cost me that job four years later, and I organized a stock company and bought the *Medina County Gazette*, of which I have since been editor and manager."

To Richmond, N. E. A. Call

*Birthplaces of Great
Americans and U. S.
Ideals to Be Open*

By H. C. HOTALING

*Executive Secretary
National Editorial Association*

ON TO RICHMOND, will be the slogan of the National Editorial Association for the next few months. Richmond has secured the fortieth annual meeting and all Virginia is looking forward to the gathering with more interest than any other convention which will be held within "The Beckoning Land" during 1925.

Virginia is so fraught with matters of historic interest and legendary lore that every foot of the educational trip planned for the entertainment of the editorial party is such as to increase the fund of human knowledge. Every city to be visited is either a mile post, or was in Revolutionary days an "out-post" in American history.

At Monticello will be found the home and last resting place of Thomas Jefferson, author of the Declaration of Independence. The citizens of Charlottesville are indeed proud of Monticello and on the occasion of the visit of the editorial party next June will no doubt present every publisher with a memento that will be highly prized.

At Yorktown the visitors will see the monument erected at a cost of \$250,000 to commemorate the surrender of Lord Cornwallis and the end of the Revolutionary war.

VIRGINIA in truth was the "Cradle of the Republic" and there is so much that might be written about what is to be seen and learned that one hesitates for fear that the reader will question the statements. At Fredericksburg, for instance, the tourist is shown the "second oldest town in the United States." It was here George Washington was made a Mason and Lafayette an honorary member of the same lodge, No. 4. Matthew F. Maury, who established the weather bureau and chartered the wind and the seas, was a native of Fredericksburg. He was the leading character in the laying of the Atlantic cable. Here, too, will be found the Old Slave Block, the Mary Washington House and monument; home of John Paul Jones, law office of James Monroe, etc. The state fairly abounds with shrines of the Revolutionary and Civil wars, Yorktown and Lexington, Fairfax Court House, Fredericksburg, Charlottesville and many others.

Richmond was the Confederate capital, the site of Libby prison for which the largest warehouse in the city was

used from '61 to '65. Another spot of interest is the Old Stone House, now the Edgar Allen Poe shrine. The oldest Jewish Cemetery in the United States is also located in this historic city as well as the early home of Gen. Robert E. Lee.

THE Traffic Passenger Associations of the United States have granted a rate of a fare and a half on the identification plan from all parts of the country, with a time limit good up until July 15. Those who will desire further time can secure tourist tickets which give sixty days' time.

The tentative plans of the National Editorial Association contemplate holding the meeting at Richmond June 22, 23 and 24, following which the party will be entertained by commercial organizations and Rotary and Kiwanis Clubs throughout the commonwealth. There will be side trips from Richmond to The Crater, Petersburg, to several

battlefields, and Ashland birthplace of Henry Clay. To Williamsburg and Yorktown, Jamestown, the location of America's first settlement, Newport News, Old Point Comfort, Hampton Roads, Danville, Lynchburg, Appomattox, Bristol, Big Stone Gap along the "Trail of the Lonesome Pine," Dante and the Coal Fields; Roanoke and the Natural Bridge, Staunton, historic as the birthplace of the late President Wilson; Harpers Ferry; Endless Caverns, Winchester, the beautiful Shenandoah Valley and into Washington and to Mount Vernon. The above are only some of the high spots to be touched. Lavish entertainment will be met at every point.

The outing will run over July 4, which day it is believed will be spent upon the high seas with a program that no publisher will want to miss. The speaker of the day will be a man of more than ordinary character and his message will be well worth all the effort to respond to the call "On to Richmond."

THIS Article tells the actual experiences of a Pacific Coast Newspaper-Job Plant when confronted by an apparently solid wall of limitations. Would you be willing to try Mr. Larin's and "Dr." Kennedy's remedy? Would your merchants be willing to "make good" and pay for the "medicine"? One of the most difficult problems of publishing/printing is here analyzed carefully to an unusual extent.

When They Say, "You Are Not Reaching All My Prospects"

*Would You Consider a Free-Circulation Plan?
Here's a Weekly Publisher Who's Trying It*

By NORMAN J. RADDER

Associate Professor of Journalism, Indiana University

HAVE you ever stopped to think it clear through, when a merchant objects that advertising in your newspaper doesn't reach all the people in the trading radius?

That often is the situation in the average small town, and the average big town, too.

Eugene Larin is owner of the Enumclaw (Washington) *Herald*, a weekly. Enumclaw—pronounced E-num-claw—has a population of about 2,000 and is situated in the southeastern corner of King county, 40 miles southeast of Seattle and 32 miles northeast of Tacoma. Enumclaw is only a short distance from the northwestern corner of Ranier national park.

Mr. Larin bought the paper about two years ago. He put in an Intertype, bought a folder and a saw, and built up the paper to a 7-column eight-page paper with a circulation of about a thousand. The paper sold for \$2 a year. He was getting 20 cents an inch for advertising—not enough, as he well knew. But the merchants objected to that rate. They said they were not reaching all

the people in the territory, that they had to get out hand bills for the rest of them.

A "Sweet" Problem Was His;
What Would YOU Do?

RIGHT at this point it is necessary to explain the peculiar geographical and industrial problems that confronted Mr. Larin:

Enumclaw is at the foot of the Cascade mountains. The land in the immediate vicinity of the town is fertile, and dairying and fruit raising are profitable. The land sells for \$200 to \$300 an acre. A few minutes' drive, however, brings you outside of the cleared area into the forest. Here are lumber camps and coal mining settlements. While the people around Enumclaw are of Danish, Norwegian or Swedish descent, the lumbermen are chiefly Montenegrins, Hungarians, and Slovaks.

Mr. Larin's circulation of 1,000 was entirely in the immediate vicinity of the town. He and his solicitor had been entirely unsuccessful in getting a foothold among the people in the mining



HOME-MADE METAL POT

Standard Oil Barrel and a Kettle Furnished the Structure, Capacity 500 Pounds, for the Enumclaw Herald

camp and lumber settlements, although all of these are within 25 miles of the town and connected up by a stage line and some by a railway. Yet the merchants of Enumclaw wanted to reach these people. Dissatisfied with the company stores in their own settlements, hundreds of these miners and lumbermen passed through Enumclaw every week on their way to Seattle. They had to go through Enumclaw to change trains or stages.

Decides Upon Startling Plan; "Free Circulation," It Was!

AT this point Mr. Larin took his troubles to Fred Kennedy, the manager of the Washington State Press Association. "Dr." Kennedy listened to his patient's complaint, and then prescribed.

"Free circulation" was the remedy they developed!

Said Kennedy: "Your paper is all right as far as it goes, but it doesn't go far enough. Your merchants can't afford to let this business from the mining towns and lumber settlements get away from them. On the other hand, you can't get a circulation there. You have tried it at the regular price and you have tried it at a cut price.

"They won't take a paper if they have to pay for it. Very well, give it to them. Let the advertisers pay the subscription price to you through a higher advertising rate."

This naturally sounded radical to Mr. Larin. He had never heard of free circulation before except in the case of department store advertising sheets. But Mr. Kennedy assured him that there were 10 or 12 newspapers in the state of Washington that were on a free basis.

Mr. Larin went home, thought it over, and finally decided to try it. At a meeting of the Commercial Club he made his announcement, including the fact that they would have to stand the cost, that with every 500 of free circulation that he put on, the advertising rate would have to go up 5 cents an inch.

Has Had Good Results But Is Not So Sure, as Yet

WHEN I visited him later in 1924, the plan had been in operation four months. The total circulation was 2,250. The original 1,000 subscribers were still on a paid basis while an additional 1,250 free circulation had been added. Mr. Larin had not fully made up his mind that the free circulation idea was a good thing. We went through the books and got these figures on the amount received for advertising at 20 cents an inch and under the new plan of free circulation at 30 cents an inch:

	1923	1924
February	\$453.66	\$625.31
March	528.49	761.24
April	629.52	895.58
May	727.18	927.35

It is evident from these figures that advertising picked up at the rate of about \$200 a month. This has been somewhat more than sufficient to offset the extra cost of printing and mailing 1,250 copies, Mr. Larin says. He estimates the cost of the extra run at \$160 a month. In other words, he is netting about \$480 a year more under the new plan than under the old.

"NPJ, the Publisher: Printers' EXPERIENCE EXCHANGE"

From OREGON EXCHANGES,
DECEMBER

IN THE November issue of the NATIONAL PRINTER-JOURNALIST there appeared a large-size picture of the copy desk presented by the State Editorial Association to the School of Journalism, at the University of Oregon.

Following appearance of the magazine, a letter was received from George M. Hunter, news-editor of the Port Huron (Mich.) Times-Herald, asking for plans and specifications for the desk, saying that it was exactly what they wanted, and had been unable to buy. The desk, made under the direction of a committee of members and officers of the editorial association, was built by Robert W. Myers, a cabinet-maker in Portland, and is said to be one of the finest of its kind in the country. Mr. Myers is negotiating with the Michigan publishers now for the work of building a replica of the University desk.



EUGENE LARIN

Publisher of the Enumclaw (Wash.) Weekly Herald

"But the merchants don't seem to be alive to the fact that they now have what they have always been asking for, namely complete coverage of their trading radius," Mr. Larin declared. "The volume of advertising has increased somewhat, but not as much as it would if the merchants were aware of their opportunities. I know it will be my big job for the next few months to preach the fact that they now can reach everybody through my paper. I am going to get out maps and other promotion literature."

Merchants Tell Prof. Radder What They Think of Plan

IN order to see what the merchants thought about free circulation and a higher ad rate, I interviewed a number of the largest advertisers. Here are their opinions:

PETRUS NELSON, manager of the Rochdale Company, a general store—I'm neutral on free circulation. I feel that I don't know enough about it. I can't say that I have noticed any difference one way or another. I do know that I get good results from handbills at less than the price of newspaper advertising. The price of newspaper advertising has gone up since the free circulation plan was put in, but I don't see that I am getting more for my money.

B. O. SWAIN, proprietor of Swain & Co., groceries and feed—The free circulation plan is fine. I am strong for it. The more circulation a newspaper can get, the better it is for the advertiser. Whether that circulation is free or not doesn't make any difference. There are only two ways for a grocer to reach people—handbills and newspaper ads.

Handbills for a grocer are out of the question—too much trouble and too expensive. Newspaper ads bring immediate results. When the free circulation plan was put in, I tried out its value with some special ads. I got people from Black Diamond and Carbonado to come into this store who had never been here before.

EARL FISCHER, *manager of Fischer Bros. Furniture Co.*—Small town papers aren't read. Everybody here takes a Seattle or Tacoma paper. A few women may read the personals in the local papers, but the men don't read them. The advertiser is paying too much for what he gets. Most of us know that and we support the papers because we think every town ought to have a paper. Our papers should run an editorial column and tell people what they think about questions that come up. Then they would be read and they would be worth more to an advertiser.

On the Whole, Results Have Been Satisfactory, Is Verdict

ON the whole, Mr. Larin says, the grocers, the garage men, and the general merchants like the free circulation idea. They believe that the extra rate is justified by results. The professional men, the dealers in building supplies, and all who cater to farm trade, however, obviously have little if anything to gain from the mining towns, and consequently feel that they should not be required to pay for circulation which is of no benefit to them.

Under the circumstances, and until free circulation has had a longer trial, Mr. Larin is unwilling to make a change in the 1,000 paid subscribers who are now on the books. In any other kind of a community it would be impossible to work the double system, part paid and part free. It is easily practicable in Enumclaw, however, because the two groups of people are entirely separate and never come in contact in business or social relations. In the meantime, the statement "subscription price \$2 a year" still stands in the masthead.

*Home Made Melting Pot,
One of Larin's Little Stunts*

THE *Herald* occupies an office 25 by 50 feet. The mechanical equipment consists of a model A Intertype, a Cottrell cylinder press, a Mentges folder, 1 Gordon jobber, an Advance cutter, a punch, a stitcher, and a Crane saw and router.

An interesting feature of the equipment is a home-made 500 pound melting pot. This pot cost about \$40 in all and was made out of an old Standard oil barrel. Mr. Larin got a pot at a hardware store and then had a machinist fit the pot into one end of the barrel. Then he had a door cut into the side of the barrel. He says the outfit is entirely satisfactory and will melt 500 pounds in an hour.

Mr. Larin does not own his own building and in order to cut down the rent he has sublet the front end of his office to the electric light company.

Choosing Name for Plant Far From "Off-Hand" Subject

One Writer Indicates the Various "Atmospheres" Produced by Certain Kinds of Names, and Analyzes Other Important Points

CHOOSING the most desirable name for a printing plant is not an easy matter, and yet the right title will have much to do with the success of the business, says the *Printers' Album*, of the Challenge Machinery Co. For example, "The Caxton Press" sounds bookish and at once it suggests a printing office that is capable of producing fine work. Of course, the idea of naming a shop after a great printer like Gutenberg, Fust, Caxton, Jenson, or Franklin is about as old as the art of typographical printing itself, but it is a good idea that will never die out.

The plan of naming the house after its founder is also good, and in many cases it has given the establishment a distinct personality. Who has not heard of such famous plants as The DeVinne Press, The Charles Francis Press, Norman T. A. Munder Company, R. R.

Herman Roe Now State Fair Chief

HERMAN ROE, nationally-known publisher of the Northfield (Minn.) *News*, has been elected president of the Minnesota State Agricultural Association, making him chief executive of the great Minnesota State Fair. He is believed to be the first county newspaper editor to have achieved such an honor. His newspaper has gained recognition over the Country and Canada for its successful promotion of dairying, stock and agricultural community work in its section.

Donnelley & Sons, and others of this class?

Such titles as "The Art Printery," "The Artistic Print Shop," and "The Quality Printery" seem rather weak compared to "The Graphic Arts Printing Company," "The Art Color Printing Company," "The Challenge Printing Company," and "The O. K. Commercial Printers."

Exceedingly strong titles and those which suggest large printing plants are: "The New York Printing Company," "The Jersey City Printing Company," "The New England Printing Company," and "The Grand Rapids Printing House."

Names which suggest the neighborhood in which a plant is located are like the following examples: "The Times Square Printing House," "The Hub Printing Company," and "The Germantown Press."

Many printing firms prefer naming their offices after the street on which the plant is located, such as "The Girard Press," "The Walnut Street Printing Company," "The Fairmount Press," and "The Fifth Avenue Print Shop."

HANS PETERSON

AS THIS issue of "NPJ" was partly on the press, announcement was received of the passing of Hans Peterson, of the Linograph Co., Davenport, Ia., Dec. 25, 1924, news of which had not previously reached the printing and newspaper field. The decedent was vice-president and general manager of the Linograph and the inventor of many of the improvements incorporated in the machine. He was a native of Denmark, and spent many years in the mechanical side of newspaper and job printing offices.

Postal Rates

SOMETHING like a chord amidst a confusing medley of instruments and notes and drums, is the sound of the following paragraph from a statement about the proposed increase of publication postal rates, by W. H. Bridgman, Stanley (Wis.) *Republican*, a pioneer American newspaper association man, in the Wisconsin Press *Howler*.

It followed a warning to community publishers not to be tools for "magazines and other publications having nation-wide circulation through receiving distribution at less than cost."

WHAT about our own rates?

More than 90% of our circulation is local or in the first zone. Suppose we are required to pay all our distribution costs, and probably we are doing that already, what difference would it make to the average country publisher? Our "free in the county" privileges has very little effect on the expense of operating the service because in the rural districts where we are served, the service is already on a basis of maximum efficiency and a minimum of costs. *The discontinuance of every country newspaper in any state would not result in saving one dollar a year by the post office department * * **

Ludlow True-Cut Caslon Italic

A New Series

DEFT *men*

48 Point

LET *machine*

42 Point

REMIN *you*

36 Point

GROUP *accordingly*

30 Point

KERNED EFFECT
but no kerns to break 123

24 Point

LUDLOW MATRICES OF
this series were made from original

18 Point

CASLON LEGIBILITY IS DUE
to the centering on the body of small letters

14 Point

EXPERT TYPOGRAPHERS THINK
well of this series because of the artistic and

12 Point

PRINTERS REALIZE THE IMPORTANCE
of the all-slug method after using worn type 12345678

10 Point

This face is based on the original Caslon Old Style Italic. Note especially the freedom of lines in characters such as the swash R, L, etc.

The Ludlow System of matrix composition provides new, clear-cut printing faces on slugs for every job. Its speed, versatility, 6 to 60 point range in a wide variety of quality typefaces, including bold and extended, ranks it first for job and display work. Because you set matrices, not type, you secure your slug lines immediately, never running short of sorts for any job.

Ludlow Typograph Company

2032 Clybourn Avenue

San Francisco
Hearst Bldg.

CHICAGO

New York
World Bldg.

Mr. Groom on "Quality"

LETTERS FROM "NPJ" READERS

J. K. GROOM, *Director of National Advertising, NORTHERN ILLINOIS GROUP, Beacon News Bldg., Aurora, Ill.*—"Your 'NPJ' has arrived. I take a little exception to the article headed, 'Here's a Test to Use' (Reprinted from the Service Digest, Standard Rate and Data Service, Chicago—ED. NOTE.)

"It isn't fair to talk about quality of circulation and make the illustration based on 100,000 circulation, because cities that have more than one paper with as much as 100,000 circulation, do have papers that have quality and some that have not, illustrated by the quality of the Chicago *Evening Post*.

"But these quality papers usually have small circulation. In fact it is almost an invariable rule that when a paper begins to talk about quality, you can set down that it is the weak paper in the community.

"There is no such thing as difference in quality between local papers if they have any standing at all in the community. For instance in Aurora we had, for a time, a paper that didn't have quality and it never had 2,000 circulation, against the *Beacon-News* 15,000 or 16,000 at that time. In such cases circulation is evidence of quality.

"Take it where they have two or more good papers; there is no difference in quality, although there is in circulation. As in our Elgin situation, the *Courier* has 11,000, the other paper around 6,000 to 7,000. Papers running into the thousands of circulation have quality. However, there is something (in this instance, as an example) in the *Courier* that people like best and they buy it more numerously.

"In communities much less than 100,000, everybody takes one or the other paper, if there are more than one. There is little difference in quality. The only difference could be in buying power of readers, but this is eliminated by the fact that those of superior buying power take both or all the papers, so they can stand well with the publishers; these furnish all the duplication there is in the so-called country paper.

"Quality of circulation is a bugaboo that the weak paper puts up in its attempt to get business. And there's not once in a hundred times that it has any grounds for the claim."

THE PEN vs. THE SWORD

PAUL R. MANCHESTER, *Granville (N. Y.) Sentinel*—"You get a good many letters of commendation for your most worthy publication, the NATIONAL PRINTER-JOURNALIST. That I am most confident of, and I know you are worthy of such words.

"My January copy reached my desk the past week and I shall write this short note if I lose two subscriptions and double ten inch ad while operating.

"The Printer-Journalist has filed a long felt want with me here for the past two and a half years. *Very little of it goes to the shelf unread, WHETHER I HAVE THE TIME OR NOT.* There is not an issue that I do not find something of pertinent value to me. The *Sentinel* is a better publication for my subscription to your helpful magazine.

"To make a long story short, I came home to this town to assist my father-in-law, who has published the *Sentinel* for fifty years the coming September, who is in failing health and needs someone who has an interest in his life work. Having been in the U. S. Army for 20 years, a graduate of West Point, and having gone through all the commissioned grades from second lieutenant to lieutenant-colonel inclusive, you may readily understand the application that I must have exercised to have been able to help keep a flourishing country weekly functioning. I resigned from the army for this purpose and never regretted one minute of the time spent here. The newspaper profession—for it truly is a profession in every sense of the word—is more interesting and helpful to mankind than the service of arms and ammunition. I do not belittle the latter—I firmly state a fact and a preference."



IN THIS AGE of fine printing, the rural, as well as the city population, is responsive to good typography and clean-cut press work—both of which may be enhanced by using *Westvaco* Brand Papers. Careful laboratory tests of raw materials and finished papers insure fast press-room production.

WEST VIRGINIA PULP & PAPER COMPANY • NEW YORK AND CHICAGO

See Reverse Side for List of Distributors

THE MILL PRICE LIST

Distributors of Westvaco Mill Brand Papers

Manufactured by West Virginia Pulp & Paper Company



<i>Atlanta</i>	The Chatfield & Woods Co.	<i>Nashville</i>	Graham Paper Co.
<i>Augusta, Me.</i>	The Arnold-Roberts Co.	<i>New Haven</i>	The Arnold-Roberts Co.
<i>Baltimore</i>	Bradley-Reese Co.	<i>New Orleans</i>	Graham Paper Co.
<i>Birmingham</i>	Graham Paper Co.	<i>New York</i> . Beekman Paper and Card Co., Inc.	
<i>Boston</i>	The Arnold-Roberts Co.	<i>New York</i> . West Virginia Pulp & Paper Co.	
<i>Buffalo</i>	The Union Paper & Twine Co.	<i>Omaha</i>	Carpenter Paper Co.
<i>Chicago</i>	Bradner Smith & Co.	<i>Philadelphia</i>	Lindsay Bros., Inc.
<i>Chicago</i>	West Virginia Pulp & Paper Co.	<i>Pittsburgh</i>	The Chatfield & Woods Co.
<i>Cincinnati</i>	The Chatfield & Woods Co.	<i>Portland</i>	Blake, McFall Co.
<i>Cleveland</i>	The Union Paper & Twine Co.	<i>Providence</i>	The Arnold-Roberts Co.
<i>Dallas</i>	Graham Paper Co.	<i>Richmond</i>	Richmond Paper Co., Inc.
<i>Des Moines</i>	Carpenter Paper Co.	<i>Rochester</i>	The Union Paper & Twine Co.
<i>Detroit</i>	The Union Paper & Twine Co.	<i>Sacramento</i>	Blake, Moffitt & Towne
<i>El Paso</i>	Graham Paper Co.	<i>St. Louis</i>	Graham Paper Co.
<i>Houston</i>	Graham Paper Co.	<i>St. Paul</i>	Graham Paper Co.
<i>Kansas City</i>	Graham Paper Co.	<i>San Francisco</i>	Blake, Moffitt & Towne
<i>Los Angeles</i>	Blake, Moffitt & Towne	<i>Seattle</i>	American Paper Co.
<i>Milwaukee</i>	The E. A. Bouer Co.	<i>Tacoma</i>	Tacoma Paper & Stationery Co.
<i>Minneapolis</i>	Graham Paper Co.	<i>Washington, D. C.</i>	R. P. Andrews Paper Co.
	<i>York, Pa.</i>		R. P. Andrews Paper Co.



NEWS GIVES; ADS SEEK

HARRY HAMMOND, *Byron (Calif.) Times*—"I cannot refrain from writing you *NOW* to tell you how much I have enjoyed the editorial by you, in the current '*NPJ*', entitled, '*NEWS GIVES; ADS SEEK*'. It is one of the most constructive, informative, sensible editorials that has ever appeared in a printer-journalist or any other magazine, to my knowledge.

"It sets forth the case of the newspaper in a light the public has little comprehended, or at least not fully realized. I am sure, Mr. Meyer, that your host of readers throughout the United States will appreciate it beyond any mere expression they may convey to you.

"I shall reproduce it as a centerpiece, with red ink headings, in the issue of January 30, and am sincerely thankful to you for giving us this powerful editorial in the only really worth-while way it should be given—plainly, without frills. Kindly yours, and more and greater success to '*NPJ*.'"

W. J. NORMAN, *Omaha (Neb.) Norman & Burkett Printing Co.*—"Your *NPJ* received and wish to compliment you very much on it in general and think it is a very fine educational periodical for the printing craft. I do wish that all printers could see the point on right prices and be sure of a profit at the end of the year. A journal of your sort helps to educate printers, and eventually they 'wake up' when they read articles which are published in just such journals as yours. I take great pleasure in enclosing herewith my check for \$2 for a year's subscription to *NPJ*, and if you will notify me when it expires, will renew same."

D. C. MENEFEE, *Eagle River (Wis.) Vilas County News*—Writing in response to an "*NPJ*" service in connection with a new piece of equipment purchased recently, Mr. Menefee has the goodness to say: "Friendship and service, such as you people dealt out to me in this case, will long be remembered. You know, and so do I, that there is so darn little of the genuine brand let loose these days, that when we do acquire a touch of it, the real honest-to-goodness guy is more than appreciative. That's me."

Publisher:Printers' Servant

K. E. TORRANCE, *American Falls (Idaho) Press*—"Herewith is check for your great little magazine. It contains more inspiration and practical value per square inch than any other magazine I know of. * * * I appreciate the great service you are rendering publishers, particularly myself. The only regret I have is that my file of the magazine is not entirely complete."

ALBERT H. GRAVENHORST, *President, Illinois Press Association, Effingham (Ill.) County Review*—"There are no suggestions I have to offer relative to improving your magazine. I enjoy reading it and have found many valuable suggestions in its columns. The management seems to understand what newspaper men want to read, and that is what counts."

R. G. WEISELL, *Corning (Iowa) Adams Co., Free Press*—"Your dope at present is O. K., as evidenced by my staying with you. If I were to make any suggestion, would suggest as many illustrations of successful country newspaper and larger publication editors and managers, as possible. Believe it would be of interest and value to produce some neat and attractive job compositions."

CHARLES D. ROWE, *Libby (Mont.) Western News*—"I have no criticism to make of the NATIONAL PRINTER-JOURNALIST; in fact, I think you are covering your field in an excellent manner. I read with much interest and benefit every issue."

W. L. SHERMAN, *Girard (Pa.) Cosmopolite-Herald*—"I like your magazine. At present it is the only one I am taking. I take it for the reason that your publication is of great interest to the small town printer and publisher—like myself. Check enclosed."

A. NEVIN POMEROY, *Chambersburg (Pa.) Franklin Repository*—"As a former President of the National Editorial Association, I am always interested in '*NPJ*'."

HUBER'S INKS

are economical
in price—but
their greatest
economy is in
the uniformly
high quality
which insures
unfailing satis-
faction—always.

Huber's Colors in use since 1780

J. M. Huber, Inc.

U. S. Branches:
ALL PRINCIPAL
CITIES

Manufacturers
130 W. 42d St., New York

Foreign Agencies:
LONDON PARIS
TORONTO

PUBLISHER-PRINTER ROUND TABLE

"NPJ" Readers are Invited to Submit Newspapers for a "Once-Over." This Department Interchanges Timely Ideas. Criticisms Made on Written Requests

A MEETING of the Graphic Arts Exposition Joint Conference Board was held at the Advertising Club in New York City, January 9. R. W. Nelson, American Type Founders Company, presided as chairman. The secretary, Charles C. Walden, Jr., reported that the Craftsmen, Typothetae, Machine Compositors, Salesmen's Guild and Machinery Group had selected representatives to the Board and that invitations would be extended to all the other associations in the Graphic Arts field.

President W. H. Renkle of the International Association of Printing House Craftsmen, reported that he had been in touch with the owners of two of the buildings in New York suitable for exhibition purposes and would continue negotiations. A tentative date of September, 1927, was discussed as a probable time for the holding of the exposition.

Ernest F. Eilert, vice president of the United Typothetae of America, was chosen treasurer of the Board, and Charles E. Bance, assistant treasurer.

NEWS :: EDITORIALS

WHO ARE THE CORRESPONDENTS?—The Strathmore (Alta., Can.) *Standard* answered the question for its subscribers by publishing stories about its various correspondents, with their pictures.

A HOME TOWN "WHO'S WHO"—A front page department of the Wauwatosa (Wis.) *News* entitled "Getting Acquainted" gives the facts about the lives of prominent and interesting Wauwatosa people, illustrated with a picture of each subject.

SNAPPY DEPARTMENTS—The Birmingham (Mich.) *Eccentric* runs a column headed "We Heard It Said By", containing brief interviews with Birmingham people. Another column, headed, "Read 'Em—Then Smile or Weep", contains jokes and humorous local stories.

A NEWS BEAT—The Red Wing (Minn.) *Daily Eagle* says "it is not in the habit of crowing over its numerous news beats—they are too numerous . . . But when a news event of such importance as the resignation of the Secretary of State of the United States . . . and the appointment of a Minnesotan as successor, is carried only in the *Daily Eagle*, as was the case Saturday, it cannot help but give its horn a little 'toot.'"

ANCIENT EDITORS GET THE INK—The most interesting parts of the centenary edition of the Halifax (N. S. Can.) *Morning Chronicle* are those dealing with the history of the paper and the lives of its early editors and contributors. One of the early editors was Joseph Howe, famous Canadian litterateur. (All readers like to see articles about the newspaper business and profession, and the men who work "behind the scenes.")

O'FUREY, PUBLICIST FOR THE TRADE—J. P. O'Furey, publisher, Hartington (Neb.) *Cedar County News*, is running a series of articles about pioneer editors in northeastern Nebraska who are still active. The series is "planned to make folks think better of their home town editor and publisher," says J. P. The most recent of these articles dealt with the life and work of Editor C. E. Nevin, of the Laurel (Neb.) *Advocate*, during his 25 years service to his community.

WHEN THE CITY WAS YOUNG—In its fourteenth annual civic, industrial, historical review edition, the Battle Creek (Mich.) *Enquirer and Evening News* published a number of stories on earliest happenings in the history of Battle Creek. Each story is under a boxed headline reading, "When the City Was Young"; the sub-head lists the particular first event referred to. Among them are the First Sermon, the First Revival Service, the First Hotel, the First Mayor, the First Railroad Accident, the First St. Patrick's Event, the First Strike. Pictures of first events, and of the persons connected with them, added zest to the pages.

A HARRY HAMMOND CARTOON—The Byron (Cal.) *Times* illuminated the front page of its January 2nd issue with a "Happy New Year" cartoon which packed a punch. It portrayed in graphic form accomplishments needed for a full development of the Delta, of which Byron is a principal town. One panel of the cartoon pictured a wide smooth road leading from Stockton to Byron, with fertile fields and abundant orchards on either side. Another panel showed "King Potato" sitting on a throne marked "Delta." Another show numerous freight trains pulling out of the yards, filled with fruit from the Kirkman orchards. It will be remembered the Byron is a town of 400, and that the circulation of the *Times* is less than 1000, but uses "city make-up" with red ink banner lines in every issue. It is a very profitable plant.

SYSTEMATIZED "CROSS-WORDS"—The Boston (Mass.)

Christian Science Monitor is running an educational series on "The Motivation of Spelling." The lessons, besides teaching the correct spelling of words and their correct meaning, aim to establish a spelling consciousness in the mind of the student. Every sentence has something aside from spelling to make it worth while—it may be only a comma, a semi-colon or a hyphen, or it may be valuable information; it may be an inspirational thought. Students of the lessons are advised to look for: (1) words that may be misspelled; (2) words that may be confused as to spelling and meaning; (3) words that may be mispronounced; (4) words that may be wrongly hyphenated; (5) compound words.

JOB PRINTING

THIRTY-FOUR YEARS OF PILOTING—The West Bend (Wis.) *Pilot* told its readers in a half-column article that it had just celebrated its 34th birthday. The review of the 1924 advertising and job printing business, as compared with previous years, was given as evidence in fact of the paper's growth.

GOOD COPY—"The magazine is a Stranger, the daily is only a Caller, BUT—the community weekly is a Pal," say the headlines in a little booklet issued by the Poteau (Okla.) *Le Flore County Sun*. The purpose of the booklet is described in the following copy, appearing on the back page: "It's For You!" This little folder, gotten up purposely to inform you correctly just what our medium is, was composed in its entirety on our Model "C-sm" Intertype, (illustration below) installed March 1, 1924. Our phone number is 177, printed just to complete the showing of nine faces and sizes of type on our latest machine."

ADVERTISING

CHURCH ADS—The South Orange (N. J.) *Record* publishes every week, at least two advertisements for churches. The ads usually are 2½ inch, 2 col.

IT'S THE TRUTH—"When a newspaper ad tells the subscribers the advantage to be secured by owning the goods advertised, it will be read. If the story is told in a truthful, convincing way, it will be believed."—Winnipeg (Minn.) *Country Merchant*.

THE DELAWARE



STATE NEWS

TWENTY THIRD YEAR

DOVER, DELAWARE, THURSDAY, DECEMBER 16, 1924

Twenty Pages

NUMBER 11

TELLS THE STORY EVERY WEEK

SYMBOLIC DECORATION—In the standing title of the Dover (Del.) *State News* is a line drawing showing a hen with a brood of chicks. Dover is in the heart of a poultry raising country.

(CONTINUED ON PAGE 36)

Western Newspaper Union

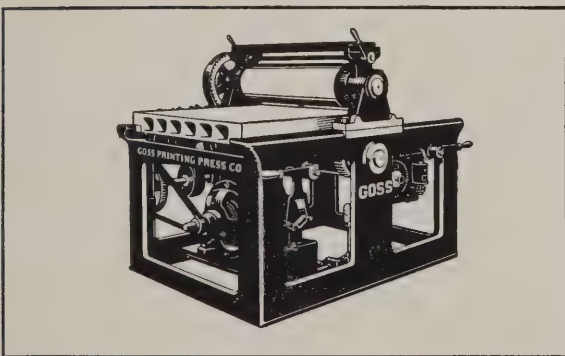
Newspaper Service

World's largest molders of newspaper forms find Goss equipment "perfectly satisfactory"

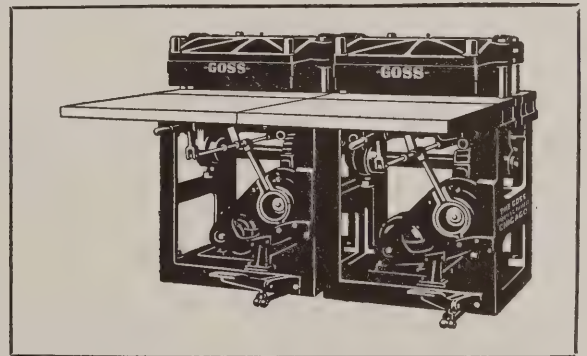
INSTALLED—during the last eighteen months—in such important offices of the Western Newspaper Union as those located at Boston, Cincinnati, Dallas, Kansas City, Milwaukee, Minneapolis, Omaha and San Francisco, Goss Mat Rollers and Motor-Driven Steam Tables (as well as other Goss Stereotyping Machinery) are fully living up to their reputation. "Their performance is perfectly satisfactory to us", reports Mr. J. P. Rivett. Which speaks *volumes* for the merit of Goss equipment. Fully descriptive literature, prices and terms on request.

GOSS

STEREOTYPING MACHINERY



Goss Combination Wet and Dry Mat Rolling Machines enjoy the largest use of any dry mat rolling machines. They roll wet mats in $11\frac{1}{4}$ seconds; dry mats in $22\frac{1}{2}$ seconds.



Goss Motor-Driven Steam Tables are made in units of one platen. As many units as desired may be placed side by side. 30,000 lb. "follow-up" pressure. Automatic release. Power used only while platens are being raised or lowered.

Carried in Stock: Flat Casting Boxes, Friction-Driven Routers, Automatic Gas Fired Steam Generators, Combination Jig Saws and Drills, Radial Arm Flat Routers, Ball Bearing Form Tables, Combination Wet and Dry Mat Rollers, Motor-Driven Steam Tables. Catalog on request.

THE GOSS PRINTING PRESS COMPANY
CHICAGO

The Goss Printing Press Company of England, Ltd., London

"NPJ" ROUND TABLE

(CONTINUED FROM PAGE 34)

GUESS WHO'S WHO—The Selma (Cal.) *Enterprise* ran descriptions of the shops and services of various businesses in the town without giving the name of the firm described. Prizes were awarded to readers submitting correct answers to the 24 descriptions.

"POSTING BILLS"—Says the Geneva (Neb.) *Signal* in a recent promotional ad: "Let *The Signal* post your public sale bills for you. We post sales bills right on the reading table in the sitting room where the whole family sits and reads at leisure. Our plan gets your public sale ad to the women as well as to the men."

MISCELLANEOUS WANT ADS—In the classified advertising columns readers find unusual as well as expected information, says P. J. Robinson of the Duluth (Minn.) *Herald*. For this reason, the readers of the *Herald* are being continually advised with display promotional ads to read for unexpected news, bargains, etc., which may be particularly valuable to the reader.

NO STATIC HERE—"There is no static—no interference of any kind in Milwaukee's largest broadcasting station, the classified columns of the *Milwaukee Journal*. More than a half million people listen in on this station every night . . . It has more than 2000 people on its program daily . . ." This from a promotional ad for the classified section of the *Milwaukee (Wis.) Journal*.

PRODUCTION

FRONT PAGE POSITION was given an illustrated story on the installation of a 16-page unit in addition to its quadruple Hoe press, by the Springfield (Mo.) *Leader*.

RUBBER ROLLERS—Several North Carolina newspapers are using rubber rollers successfully, says a recent bulletin of the North Carolina Press Association. Claims for the rubber rollers are that they "are unaffected by atmospheric conditions, will not melt down from overheating; are ultimately cheaper; require less care; do not pick up lint and dirt on cheap paper and then carry it to the forms."

BIRTHDAY ROSES—A huge basket of roses, embellished with ferns and a floppy bow of silk was presented. P. B. Haber, of the P. B. Haber Printing Co., Fond du Lac, Wis., bowed in thanks. The donors were the employees, and the occasion was Mr. Haber's sixtieth birthday. A greeting card signed by the fifty-six employees was tied to the basket. Each employee entered the date on which he joined the firm; the oldest employee had a dating of 1880.

WORK FOR CHRISTMAS PRESENT—S. P. Preston, editor of the Gillespie (Ill.) *News* told his employees in the printing plant that they could have all the profits of a special Christmas edition if they were willing to handle it exclusively. The result was an 8-page section with a large percentage of advertising.

CIRCULATION

TURKEYS BY THE POUND—The Duluth (Minn.) *News-Tribune*, which added 1,000 new subscribers with a doll premium campaign last fall, successfully offered each carrier a pound of turkey "on the hoof" for each daily and Sunday order.

ADVERTISING VS. EDITORIAL MATTER—"Some advertising does not pay the merchant because the advertising does not pay the publisher," says an editorial in the Poteau (Okla.) *LeFlore County Sun*. "In trying to get a cheap rate with a column or two of free notices thrown in, can you expect a well-edited, newsy, well printed and attractive vehicle for carrying your message? . . ."

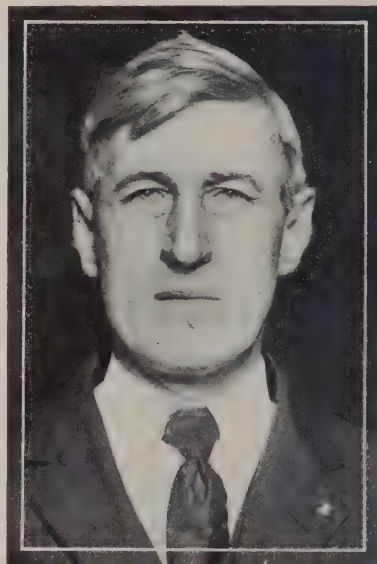
"The news items and the circulation of a newspaper are to the newspaper just what the delivery service is to a grocery store—an expense."

(An article in December "NPJ" by a Canadian newspaper expert, covered this subject in detail.—ED. NOTE.)

Head Machinist, Boston *Post*, Wants *Everything* Just So

*Inspiration for a String of Invention by
52-Year-Old "Boy," in New England's
Largest Newspaper Plant*

THOMAS SHERMAN HANNAFORD of the Boston (Mass.) *Post* finds everything all right with the world except that it isn't mechanically perfect. And for many years he has been doing his best trying to make it so. He has a fair list of inventions to his credit, but the one that gives him most pleasure is his latest, the clip release, "Tom" Hannaford (he lives in Winthrop, Mass., by the way) was apprenticed to the machinist's trade when he was 19. Now at the age of 52 he is the head of the machinists' force at the largest newspaper plant in New England. He is a tall clean-limbed man, with bright grey eyes and a ready smile.



"THOMAS SHERMAN"

About twenty years ago he first became engaged in newspaper machinery work. One of the first things that came to his notice was that the center clips on the big presses were time-absorbers. They had to be pounded with the pressman's wrench in order to release them. This left them with burred edges, loose and a constant menace to the press itself. So he set about devising something that would correct the fault. A mechanical clip release was an idea, but it proved to be a tough nut to crack. Several efforts produced nothing that was satisfactory. Then finally he hit upon the idea of the present device, ingenious and simple.

Frederick O. Young, of the Boston *Transcript*, had also been trying to crack the same nut, although neither of the men knew of the other's work. Through press room gossip Tom Hannaford heard of Young's invention and went over to see the *Transcript* man with a model of his own idea. When Mr. Young saw Hannaford's clip release he offered all his efforts and assistance toward promoting that one. It isn't very often you find men so unwilling to "steal the other fellow's smoke."

On June 3, 1924, patents were granted to the two men for their idea which is known as the HANNAFORD-YOUNG CENTER CLIP RELEASE. This is a device of two steel blocks, milled to fit into the center clip slot in the cylinder of a web press. The blocks are so set with springs that upon removing the end plate the clip is thrown free from the bevel of the inside plate. This makes it possible to remove the inside plate without pounding the clips away from its edge. It also saves considerable time for the pressmen when they are lining up the press for a run, but more than that it saves worry.

Tom Hannaford has quite a list of inventions to his credit and among them are, a knife box gauge, pin point roller guide, swinging finger guard, safety casting box, safety guard for indicator on shaver of stereotype machine. The Hannaford-Young Center Clip Release was unanimously endorsed by the web pressmen of Boston at their regular meeting on January 20, 1925.

REVIEW EDITION—Prominent among the articles and news in the annual New Year edition of the Waukegan (Ill.) *Daily Sun* were features dealing with the progress of the *Sun* during 1924. One learns that the subscription list had been enlarged by 1106 new readers, that the payroll for the year had been \$64,500.

That Internationally Known Printer
of Baltimore

Norman T. A. Munder

was one of the first to purchase a Rouse Rotary Miterer. This machine—which has been on the market only two years—is used by the most prominent composing rooms in the world,—Newspapers, Commercial and Trade plants alike. Here are just a few most prominent users:

CHICAGO

The Herald-Examiner
R. R. Donnelley & Sons Co.
Smith McCarthy Typesetting Co.
Regan Printing House
Blakely Printing Co.
Poole Bros.

NEW YORK CITY

The Technical Press
New York Times
Eilert Printing Co.
Federal Printing Co.
McGraw Hill Pub. Co.
Jewish Morning Journal

**Seven Machines Sold in Los Angeles Alone
Milwaukee Printers Use Five**

H. B. ROUSE & CO.
2214-16 WARD ST., CHICAGO

In Canada: Rouse heavy products sold exclusively by Toronto Type Foundry Co., Ltd



**Rouse
Rotary
Miterer**

“NPJ” ROUND TABLE

PHOTOS WIN—Jacksonville (Fla.) *Journal* carriers responded well to a plan of furnishing a large, mounted photograph of themselves or any member of their families, for a net gain of five new subscribers in 15 days.

WANTED—NON-SUBSCRIBERS—The Wenatchee (Wash.) *Daily World* published a page ad offering 25c for each name of a non-subscriber residing within the city limits of Wenatchee submitted by boys and girls of grammar school age.

OPEN FOR INSPECTION—The Geneva (Neb.) *Signal* has hanging on the wall in its office the complete list of 2,681 *Signal* subscribers, giving in each case the postoffice address and the date on which the subscription was paid.

SUBSCRIPTIONS FOR PUZZLE SOLUTIONS—The first three correct solutions to cross-word puzzle No. 1 run by the Alta Vista (Kan.) *Journal* were rewarded with one-year subscriptions. The solutions had to be brought into the office by the solver.

PERSONAL CALLS FIRST—R. D. M. Decker, Rochester (N. Y.) *Democrat-Chronicle*, to New York State Circulation Managers: “I have tried all the methods I have heard of to secure R. F. D. subscribers—sampling, clubbing, cut rates, bargain offers and extra inducements in the form of premiums, down to the personal solicitation—and I believe that the only satisfactory way to secure permanently this class of subscribers is the personal call of an office representative.”

SECRETS OF STREET SALES—C. G. Perry, Pittsburg (Pa.) *Press*, to Interstate Circulation Managers: “Sunday newspapers, publishing a bulldog (Saturday night) can, without doubt, sell more papers with the main or news section on the outside whereas the late Sunday edition moves faster with the comic stuffed outside. The Saturday night buyer wants sports and spot news, while the transient sale, Sunday morning, has to do largely with the children who have the say as to what comics are to be selected. On the bulldog, baseball, football and racing results on front page will pull big sales without affecting late Sunday editions.”

ALL THE NEWS FROM ALL NORTH HENNEPIN ALL THE TIME

MARKED COPY

OF

OSSEO PRESS

*Thinking that possibly the marked item
or article in this issue might be of interest to
you, we are taking the liberty of sending you
a copy.*

LESTER D. WILCOX
OSSEO, MINN.

SUBSCRIPTION RATES—TWO DOLLARS A YEAR IN ADVANCE

THE OSSEO (Minn.) Press attaches this slip (size, 7½x6 inches) to marked copies.

COMMUNITY INTERESTS

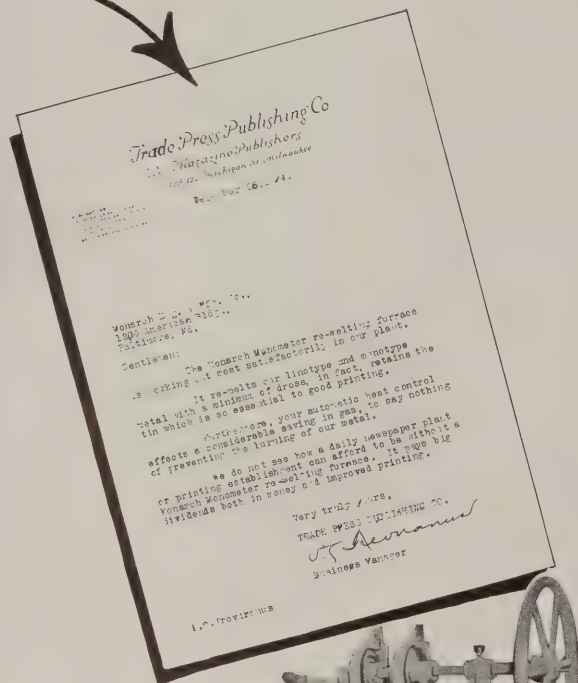
BE LOYAL TO YOUR HOME TOWN suggests the Waynesboro (Ga.) *True Citizen* as a New Year resolution for its subscribers.

INSURES READERS—The first claim in the Blue Island (Ill.) *Sun-Standard's* accident and life insurance policy for its readers, face value, \$1,000, with a premium of \$1 a year, was honored. The check covering the claim was reproduced on the front page of the *Sun-Standard*, and the insurance offer was renewed.

USEFUL EARS—The ears of the Dorchester (Wis.) *Clarion* are used every week to quote current prices on cheese and the amount offered for sale. The *Clarion* circulates in a cheese making country and the editor, Ray W. Hugoboom, reports that the quotations are welcomed and used.

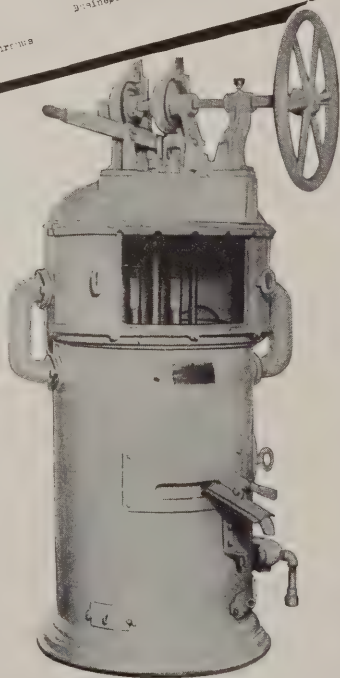
A letter of Interest to Newspaper Plants

The saving in fuel and dross
will pay cost of "Monometer."
It is built to last a lifetime.



The "Monometer" is built in standard sizes of 500, 1,000 and 2,000 pounds and up to 5 ton capacity.

Water cooled molds mounted on carriages are supplied to meet the requirements of your plant.



Write for Catalog "N" and List of Users.

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

Publishers' Ad-Pad

*Newspaper Advertising Accounts Placed
With Agencies, and New Buyers of
Newspaper Space*

ACCOUNTS PLACED

Bauer & Black, Chicago, Ill. (Blue Jay corn plaster)—Lennen & Mitchell, Inc., New York, N. Y.

S. M. Bixby Co., Indianapolis, Ind. (shoe polish)—S. S. Bowman Ltd., Montreal, Can.

Burgess Battery Co., Madison, Wis.—Fred A. Robbins, 360 N. Michigan Ave., Chicago, Ill.

Cohen, Friedlander & Martin Co., Toledo, O. (Redfern-Lucille coats and suits)—William Henry Baker, Guardian Bldg., Cleveland, O.

Comptoir Commercial, Canada, Inc., Montreal, Can. (hair washing powder)—General News & Advertising Agency, Montreal, Can.

Congress Cigar Co.,—H. W. Kastor & Sons, New York, N. Y.

Corona Mfg. Co., Kenton, O.—Wade Adv. Agency, 130 N. Wells St., Chicago, Ill.

Cramer Arch Cushion Co., Denver, Colo. (elastic arch cushions)—Hower Advertising Agency Co., Denver, Colo.

Crystal Chemical Co., New York, N. Y. (Z. B. T. talcum powder)—Charles W. Hoyt Co., Inc., New York, N. Y.

Double-Wear Shoe Co., Minneapolis, Minn.—Olson & Engzinger, Inc., Milwaukee.

Edmonds Shoe Co., Milwaukee, Wis.—(McJunkin Advertising Co., Chicago, Ill.

Elgin Watch Co., Elgin, Ill.—Lennen & Mitchell, Inc., New York, N. Y.

Evangeline Pepper Products Co., St. Martinsville, La. (Evangeline Sauce Tobasco)—Reese Advertising Agency, Inc., New Orleans, La.

French Line Steamship Co., New York, N. Y.—Dorland Agency, Inc., New York, N. Y.

Fulls & Hatch Co., Albany, N. Y. (Men's underclothing)—Lord & Thomas, New York, N. Y.

Charles Gulden, Inc., New York, N. Y. (Mustard and Salad Dressing)—Charles W. Hoyt Co., Inc.

Daniel Hays Co., Gloversville, N. Y. (men's gloves)—McKinney, Marsh & Cushing, Detroit, Mich.

Alfred Johnson Skate Co., Chicago, Ill. (ice skates)—Frank M. Comrie Co., Chicago, Ill.

Kodel Mfg. Co., Cincinnati, O. (radio receiving sets)—Midland Advertising Agency, Cincinnati, O.

Kolynos Co., New Haven, Conn. (dental cream)—George Batten Co., New York, N. Y.

Levering Coffee Co., Baltimore, Md. (Lord Calvert coffee)—Cecil Barreto & Cecil, Inc., Baltimore, Md.

Malcolm and Hill, Ltd., Kitchener, Ont., Can. (No-Mar furniture)—Hamilton Advertisers' Agency, Ltd., Hamilton, Ont., Can.

Mason Tire & Rubber Co., Kent, Ohio.—Campbell-Ewald Co., Detroit, Mich.

Mohawk Electric Corp., Chicago, Ill. (Mohawk radio apparatus)—McJunkin Advertising Co., Chicago, Ill.

New Rumsey Hotel, Westfield, N. Y. (advertise black water medicinal baths)—Finley H. Greene Advertising Agency, Buffalo, N. Y.

Nustile Hosiery Mills, Philadelphia, Pa.—Bellamy-Neff Co., Chicago, Ill.

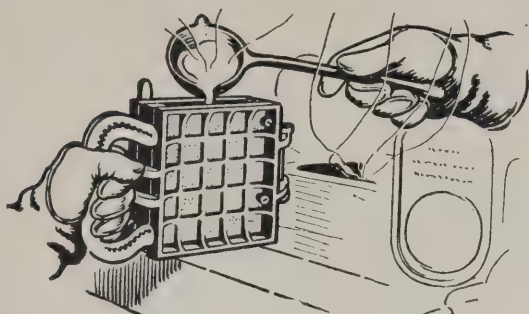
Pennsylvania Salt Mfg. Co., Philadelphia, Pa. (Lewis' Lye)—Albert Frank & Co.

Pennsylvania Salt Co., Philadelphia, Pa. (Pensal, new water softener and cleanser)—Albert Frank & Co.

Polk Miller Drug Co., Richmond, Va. (Sargeant's dog remedies)—Cecil, Barreto & Cecil, Inc., Richmond, Va.

Prest-O-Lite Co., Inc., Indianapolis, Ind. (automobile storage batteries)—N. W. Ayer & Son.

Pure Gold Mfg. Co., Toronto, Ont., Can. (Flavoring extracts, spices, etc.)—James Fisher Co., Toronto, Ont., Can.



Casts right from your Linotype

The Handiest and Most Valuable Newspaper Invention in Years!

This BONNET-BROWN LINO-CASTER FREE!

Make your cuts in a jiffy right from your Linotype metal pot! Casts up to 4¼ by 5 inches. A time and labor saver—and a big money-maker. Write us today to tell you how you can get the LINO-CASTER FREE! No obligation.

Also Full Half-page Casting Box FREE!

If you want a large casting box, ask us to tell you how you can get our half-page AUTOMATIC Casting Box FREE! None other like it. Opens the road to new and greater profits.

Ask for particulars

BONNET-BROWN issue the following services:

General Ad Service Cartoon & Comic Strip Service
Men's Store Service Photo Feature Service News Feature Service
Department Store Service Furniture Store Service
Shoe Store Service Merchants' Service Community Campaigns

Write for full particulars of any service

THE BONNET-BROWN CORPORATION
157 E. Superior St. Chicago, U. S. A.

PUBLISHERS' AD PAD

Sanitas Co., Inc., Brooklyn, N. Y. (shampoo and hair tonic)—Charles W. Hoyt Co., Inc., New York, N. Y.

Sleeper Radio Corp., Long Island City, N. Y.—H. W. Kastor & Sons Adv. Co., 52 Vanderbilt Ave., New York.

Slip-Not Belting Corp., Kingsport, Tenn. (Slip-Not Belts)—Nathan Advertising Co., Chicago, Ill.

Square Deal Food Co., Chicago, Ill.—Marks-Lund Corp., 360 N. Michigan Ave., Chicago, Ill.

Thaddeus Davids Ink Co., Inc., New York, N. Y.—Ruthrauff & Ryan, Inc., New York, N. Y.

Townsend Grace Co., Baltimore, Md. (straw hats)—Cecil, Barreto & Cecil, Inc., Baltimore, Md.

Universal Milking Machine Co., Waukesha, Wis.—Klau Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee, Wis.

V. Vivaudou, Inc., New York, N. Y. (perfumes and toilet goods)—Charles C. Green Advertising Agency, Inc., New York.

Washburn Crosby Co., Minneapolis, Minn. (Gold Medal Products)—Blackett-Sample-McFarland, Inc., Chicago.

NEW AGENCIES REPORTED

Austin F. Bement, Inc., Detroit, Mich.

J. W. Gannon & Co., Inc., New York, N. Y.—Joseph W. Gannon.

Manning & Warthen, Cleveland, O.—R. W. Manning and L. R. Warthen.

AGENCY CHANGES

Conover-Mooney Co., Chicago, Ill.—Oswald F. Schuette becomes vice-president.

George L. Dyer Co., New York, N. Y.—Andrew Ross joined staff; Late sales manager Armour and Kellogg foods.

Richard A. Foley Advertising Agency, Inc., Philadelphia, Pa.—Office opened in New York.

Charles C. Green Advertising Agency, Inc.—Interest bought by Chalmers L. Pancoast.

Young & Rubican, Philadelphia, Pa.—Charles L. Whittier, C. H. Bristol and Carl Lins added to staff.

William I. Marsh Co., Chicago, Ill.—Controlling interest bought by H. A. Holmes.

Miller, Black & Vanderbilt, Inc., New York, N. Y.—Walter R. Mount new head of business department.

Mumm-Romer-Jaycox Co., Columbus, O.—Formerly Mumm-Romer Co.

William R. Robinson & Co., Inc., New York, N. Y.—Moved to 30th Floor, Metropolitan Tower, 1 Madison Ave.

T. S. Thompson Advertising Agency, Pueblo, Colo.—Formerly Fawcett Advertising Agency; controlling interest bought by T. S. Thompson.

George F. Ingram Co., Inc., Philadelphia, Pa.—Formerly Harris Advertising Co. Officers: George F. Ingram, T. A. D. Hildenberger, Stuart R. M. Thomson, Russell K. Carter.

ASSOCIATION NOTES; CHANGES

International Pressmen and Assistants' Union—To start free correspondence course to apprentices in commercial and newspaper industry of America, Feb. 1, 1925.

Pressmen's Home, Tenn.—Department of Printing Engineering for newspapers in United States and Canada opened by International Printing Pressmen and Assistant's Union.

MANUFACTURERS, SERVICES, DISTRIBUTORS

Albemarle Paper Mfg. Co., Richmond, Va.—Porter W. Butts appointed representative to cover Middle-Western states; headquarters, Chicago.

Clark Paper & Mfg. Co., Rochester, N. Y.—Frederick W. Clark retired as president.

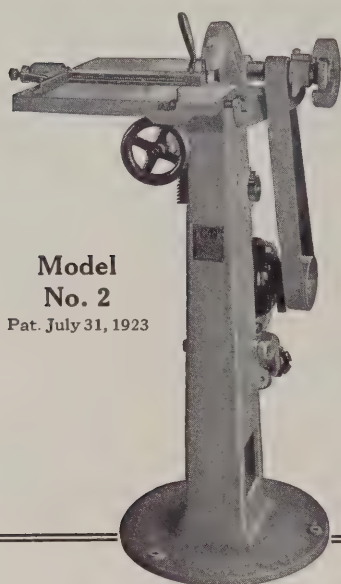
Charles Eneu Johnson & Co., Detroit, Mich.—Edwin J. Smith new manager.

Ludlow Typograph Co., Chicago, Ill.—Virgil V. Evans appointed general sales manager.

Printing Machinery Co.—C. Z. Nelson, formerly assistant branch manager of Intertype Corp., appointed western representative.

Queen City Printing Ink Co., Detroit, Mich.—Charles Smith appointed manager.

Wahl Co., Chicago, Ill.—Arthur H. Ogle appointed advertising manager.



Model
No. 2
Pat. July 31, 1923

Shipped
Ready
for Use

Another Big Daily-- The New York World

after using C. & G. Trimmers in their plant for over three years, have just placed their order for an additional machine.

This is added proof that the C. & G. Trimmer meets every test. Executives are satisfied because they know the



[SAW AND MITERING MACHINE]

can be relied on; compositors are contented because they can operate the Trimmer without fear of getting injured.

C. & G. Trimmers are made for every kind of a composing room—large or small. Its initial cost is small, and its upkeep negligible.

Just drop us a card and we will send you complete specification sheets, price list, illustrations, etc.

Cheshire & Greenfield Mfg. Co.
538 South Dearborn Street, Chicago, Ill.

The 'NPJ' Viziter

NEWS LETTERS, bulletins, mail to the editor, visits of salesmen and readers, trade announcements, and so on, furnish the material for this department, intended as a mirror of current trade subjects, sweetened by a few squibs by the editor or his shears. Contributions useful to Readers of "NPJ" are welcomed.

THE LUDLOW TYPOGRAPH COMPANY has announced the appointment of VIRGIL V. EVANS as sales manager, with general supervision over the field organization of the Ludlow company in the United States and Canada. Mr. Evans has



VIRGIL V. EVANS

been connected with newspaper publishing and printing in the South the greater part of his life, having joined the advertising department of the Birmingham (Ala.) Ledger at the age of 14. Subsequently his experience has covered a wide field and included the publishing of his own daily newspaper at Huntsville, Ala. For the past two years Mr. Evans has served as special representative for the Ludlow Typograph Company, making his headquarters in New York City. The appointment is a part of a broad expansion program of the Ludlow Typograph Company for 1925. This pro-

gram also includes the opening of a New England district office at Boston, and a Southern district office at Atlanta.

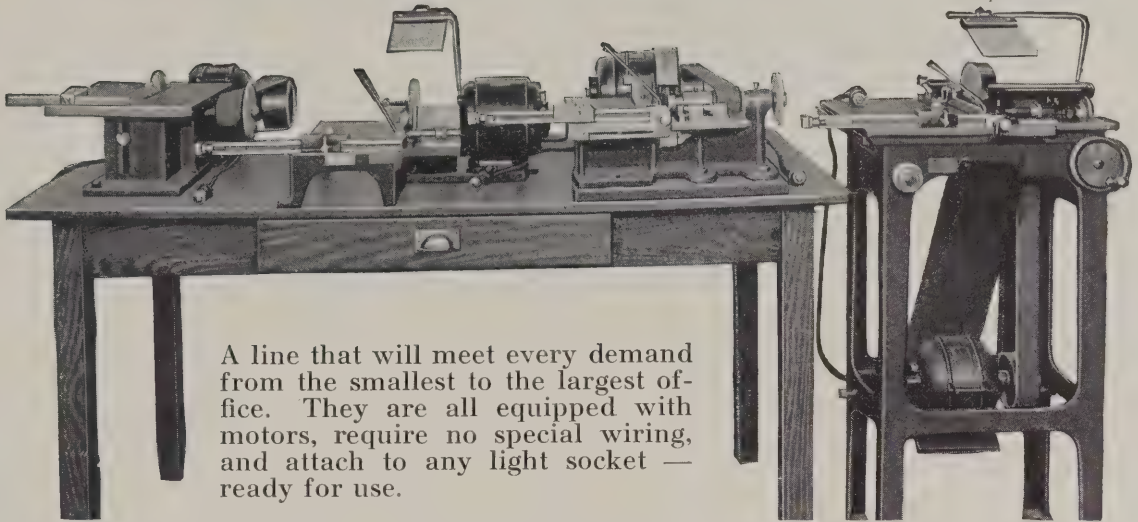
KELLY AUTOMATIC—Our printing department is in receipt of a complete letter and broadside evidencing the speed, low production cost, large output and the conveniences of the KELLY AUTOMATIC PRESS, from an American Type Founders Co. branch. An entire sheet is filled with the names and addresses of satisfied users, nearly all of which are readers of "NPJ", we note with pleasure. Up to fifteen of the Kellys are operating in some of these individual plants. A part of the broadside is particularly instructive to the job printing plant, and reveals that the STYLE B. KELLY is now made sufficiently large to print four letterheads. A few mechanical changes made this possible. Roller covering and printing area are enlarged, while the high speed and convenience in handling are maintained. This part of the broadside is a veritable demonstration, worth the study of every printer. The Cleveland (O.) Graphic Arts Club recently, in a report over nine months and for 28 offices, placed the cost of the Kelly per thousand impressions at 90 cents.

AN EXCELLENT INVESTMENT—Folder-broadside by the Challenge Machinery Co., Grand Haven, Mich., opens with pointers about the LEE TWO-REVOLUTION PRESS and its capabilities; then, at the next unfolding, with concrete facts and data showing how the Lee has proved profitable to others and how "you" can make more profit with it; finally, a splendid broadside picturizing the Lee in engraving and word, with all specifications and useful details. The whole tenor is "get more business and make more money" with the Lee. Letters from users are included.

DUPLEX IN MEXICO—A series of leaflets telling of DUPLEX newspaper press installations in the Latin-American countries. Interesting stories of newspapers in Colombia, Cuba and Mexico are related, and it is reported that additions will shortly follow to the series. Fine views are shown in the leaflets, to interest any newspaperman, and there are some layouts valuable to those trying to solve their front-page make-up problems.

(CONTINUED ON PAGE 42)

The S-H "Big Four" Saw-Trimmers



A line that will meet every demand from the smallest to the largest office. They are all equipped with motors, require no special wiring, and attach to any light socket — ready for use.

Model 4—General Utility Saw without trimmers Price only \$85.00

Model 3—Direct Drive Saw-Trimmer, requires less space than any other. Price only \$150.00

Standard Model Saw-Trimmer, will saw, trim, bevel, miter and outer-mortise. Price only \$190.00

Model 2—Saw-Trimmer with iron stand. This machine will do all your work. Price only \$350.00

WRITE FOR LITERATURE, TERMS AND SPECIAL DISCOUNTS.

The Schuyler-Hildman Saw-Trimmer and Linotype Supply Co.

160 N. Wells Street, Chicago, U. S. A.

Write for Catalog of Supplies — Our Patented Self-Cleaning Spacebands Only \$1.30 Each in Sets.

GAUGING THE THICKNESS OF WORK
AUTOMATICALLY ADJUSTS ALL PARTS

The BOSTON WIRE STITCHERS

alone have this important time-saving feature. Every "Boston" model was designed to simplify the operator's efforts and to make easy adjustments that are usually troublesome, and in some cases dangerous. Work may be changed on "Bostons" at will without expert supervision. Feed, cutter, work table and driving mechanism respond in unison to this simple gauging feature.

BOSTON WIRE STITCHERS, STAPLE BINDERS, WIRE, STAPLES AND PARTS
ARE CARRIED IN STOCK BY ALL SELLING HOUSES

American Type Founders Company

GENERAL SELLING AGENT

Sold also by Barnhart Brothers & Spindler, and in Mexico and South America by National Paper and Type Co.



Air Mail Opens New Business For You

BE THE FIRST to tell your customers about the new Air Mail Extension Service—which incidentally requires specially marked envelopes that you can get from Western States, or print yourself.

The envelopes specified in the regulations have across the face a red and blue stripe separated by white. A letter like this can be dropped in a local letter box, be whisked by train to the nearest airport, carried by plane to the port nearest destination and by train the rest of the way, infinitely cutting down the usual time of transmission.

Three postage zones are established, the two lines of division slicing the country at Chicago and Cheyenne. Eight cents an ounce for each zone traversed is the rate. New York to Chicago, for example, eight cents, to Cheyenne 16 cents, to Frisco, 24 cents.

Western States fifteen million ready-to-ship stock includes these new regulation air envelopes ready printed, along with nearly six hundred other styles—including not only staples but many varieties (notably Baronials) that are usually considered as special or made-to-order. From Western States you get them shipped on the day order is received.

Write for Current Price List No. 27,
and Samples of Any Desired Style



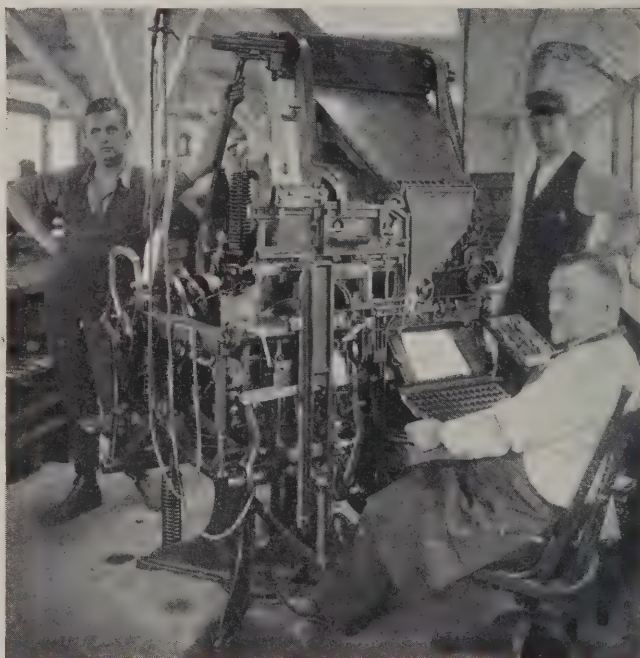
South Water
from Clinton
to Ferry Sts.
Milwaukee
Wisconsin

THE "NPJ" VIZITER (CONTINUED)

BEFORE YOU CUT PRICES—An article in a recent issue of *Service Digest* by the STANDARD RATE & DATA SERVICE, Chicago, shows that a 5% cut calls for 18 2/3% more volume, a 10% cut for 50% more and a 15% cut for 75% more volume. Printers and publishers should note the following further extract, in meeting their advertisers and job customers: "With a cost of \$75, and selling price of \$100, a 10% cut gives you \$90 sales—\$15 profit. You must increase your sales two-thirds to get back the other \$10 profit. Or half, if you figure it from the original \$100 basis. You'll have to sell \$118.75 to make up even a 5% cut. Does that look so easy? Suppose that same 5% were put into advertising the product. It should, if wisely spent, produce the additional sales quite as certainly as the cut price. And the effect would carry on."

"VAMPING" AND VAMPING—The house organ of the Latham Machinery Co., Chicago, for November-December, points out that Webster states the meaning of "vamp" as "to put new parts on", "to reconstruct". The present-day meaning is rather to "put on deceitful wiles". The article then goes on to prove how this company rebuilds bookbinding machinery, especially wire stitchers according to the good old definition of Webster. Perforators, paging and numbering, and other equipment are handled.

YES, SOMETHING NEW—The title of a folder by the Chicago Paper Co., Chicago, demonstrating the uses of the new, patented SPLIT-COLOR FOLDWELL. This paper is made in 22x 35-57 writing, 25x39-103 book and 26x41 heavy cover, and in tan and white, grey and white, India and white, and seafoam and white. Folding diagrams are included.



LINOTYPE 30 YEARS IN SERVICE

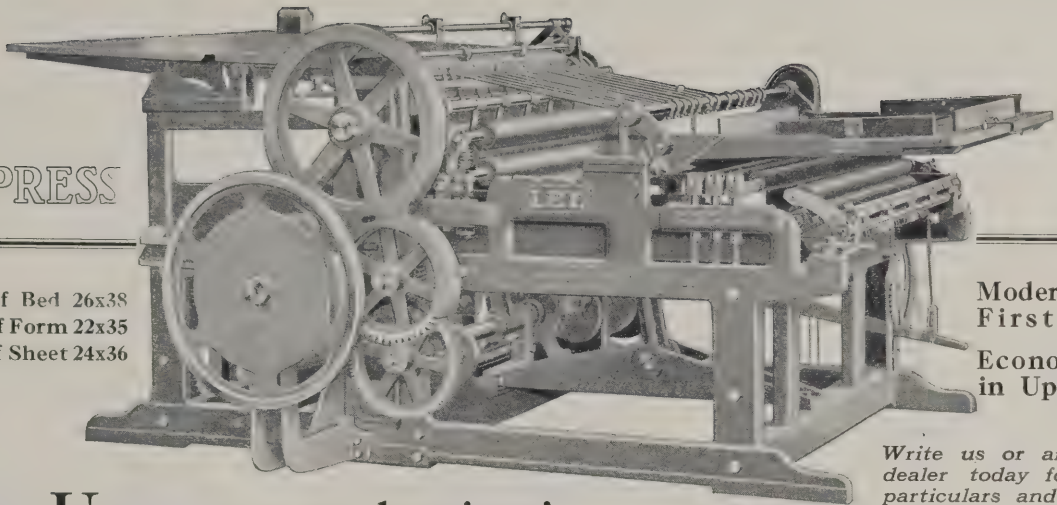
F. R. Blochberger and Two Sons, in Business as the Broadway Printers, 151 Eighth Ave., Vancouver, B. C., Bid Farewell to "One of the Oldest of All"

FIVE SONS of Mr. Blochberger learned to operate on this machine. The father purchased it in 1894, when publisher and editor of the Oregon *Staats-Zeitung* of Portland, Ore. It was equipped with a German keyboard, and later used for Norwegian, Swedish and Italian composition. In 1897, Mr. Blochberger was appointed U. S. Consul by President McKinley for the Kootenay district, having offices at Rossland, B. C., and sold his plant including the machine to the German Publishing Co., of Portland. It helped get up the Coquiltam *Star*, the Highland *Echo* and the Mt. Pleasant *News*. In 1903, Mr. Blochberger returned to the German Printing Co., buying the controlling interest back. The machine was removed to Vancouver in 1909, where he then began publishing the *Westliche Canada Post*.

(CONT'D ON PAGE 44)

LEE PRESS

Size of Bed 26x38
Size of Form 22x35
Size of Sheet 24x36



Moderate in
First Cost
Economical
in Up-Keep

*Write us or any live
dealer today for full
particulars and prices*

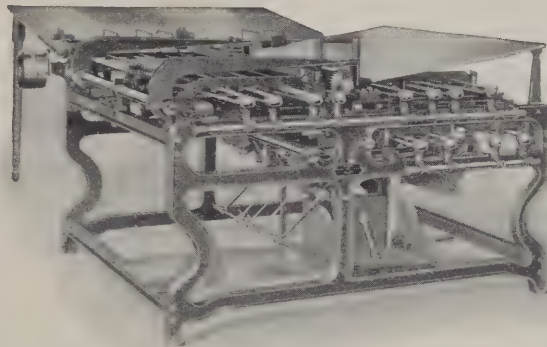
Lee Users are enthusiastic

The Lee Press has proven itself highly satisfactory to hundreds of printers, enabling them to greatly increase their volume of business and to build up a reputation for good work. Their ability to handle paper from a letter-head up to a 24x36 inch sheet (including double folio), and forms up to 22x35 inches in one or more colors, in perfect register at all speeds, gives them a greater range than any other two-roller pony cylinder press.

Competition continually grows keener, and the printer who has a Lee Press is enabled to produce work in larger variety and at a lower cost of production than his competitor. You owe it to yourself to thoroughly investigate the great benefits to be derived by installing the economical, easily-handled, low up-keep Lee Press in your plant.

The Challenge Machinery Co., Grand Haven, Mich. Chicago, 124 S. Wells St.
New York, 220 W. 19th St.

MENTGES No. 2 NEWSPAPER FOLDER



Mentges Newspaper and Periodical Folders represent a manufacturing ideal—real folding machine service at minimum cost.

Mentges Folders are not experiments. Hundreds are in operation in Newspaper Plants throughout the country. The No. 2 machine shown in the illustration has been continuously manufactured since 1916.

This machine is accurate, efficient, easily adjusted and very substantial. Will handle periodicals as well as Newspapers. Very moderately priced. The ideal installation for the smaller Newspaper Offices.

There is also a complete line of Mentges Circular, Job and Book Folders, ranging in size from 12½ x 19" to 25 x 38".

Write for full details.

THE MENTGES FOLDER COMPANY
SIDNEY, OHIO

"BUILDERS OF PROFITABLE FOLDING MACHINERY"



*The only way
a tree can
grow is from
the ground up*

THE BASIL L. SMITH SYSTEM, INC.

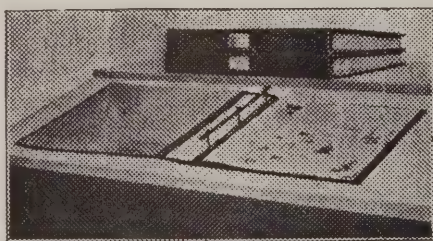
*International Classified Advertising
Counsellors*

Packard Building

Philadelphia

Hoppinger's Ideal Newspaper File

*Used by Newspapers,
Agencies and Advertisers*



Has these advantages:

Easy to use. Takes only a few seconds to insert newspapers. No lacing. No holes to punch. No measuring. No chance for it to go wrong.

Will hold papers to a thickness of three inches or more and permit ALL of any page to be easily read.

No sharp corners or exposed metal to scratch furniture or clothes.

And the covers lay flat when opened!

\$4 each. Less in quantities of six or more.
Ask us to send one on approval. Binders for
all publications our specialty.

Hoppinger File Company

118 St. Claire Ave., N. E.

Cleveland, Ohio

THE "NPJ" VIZITER

(CONTINUED)

FACTS PROVE IMPROVEMENT—HARVEY D. BEST, president of the *Lanston Monotype Co.*, Philadelphia, declared in a recent interview that "November and December sales show that there is a steady recovery from the depression of last summer in the printing trade." Mr. Best also recalled experiences of the other periods of 1924 as indicative of strength in the situation, and added:

"For the year 1924 the Lanston Monotype Machine Company has maintained a good volume of business and reports earnings in excess of 1923. A considerable volume of sales has been developed in South and Central America, and the Lanston Monotype Corporation of London, England, reports a wide distribution of Monotypes throughout the Eastern Hemisphere.

"Domestic business has been especially good in the sales of the new Monotype Material Making Machine and the further development of the Monotype Non-Distribution System.

"When Frederic W. Goudy became art director for the Monotype Company three years ago, he prepared a program for new and exclusive Monotype faces. The first was *Garamont*. *Goudy-Kennerley* in both Roman and Italic has been exactly reproduced for the Monotype. We have also finished *Goudy Modern* and *Goudy Open* and *Open Italic*, the italic being entirely new and the open having been completed up to and including 36 point.

"The Company has just issued a de luxe booklet of sixteen pages and cover showing the new *Goudy Italian Old Style* in both roman and italic, this being an exclusive Monotype face.

"During the year the Company has also finished *Italian Wide*, designed by Sol Hess, assistant art director, under the director of Mr. Goudy.

"The production of these new faces has opened up an entirely new field for machine composition, particularly among advertising typographers who formerly used only foundry faces. The new faces have also found a wide use in the leading magazines and periodicals. Mr. Goudy will continue the designing of new faces for the Monotype during the coming year."

ROSBACK FOOT AND POWER PERFORATOR—Announcements of the new model, extra heavy, include sketches which bring out the features which include: Elimination of holdups from breakage; extension fingers which eliminate guess work and the use of temporary devices; rear gauge and also front gauge micrometer adjustments which make absolutely accurate work possible; automatic prevention of stock slipping, and others.

SURE-GRIP Spaceband Lever Pawl is described completely in a folder coming from the *W-M Manufacturing Co.*, Omaha. Assurance is given that this attachment carries the spacebands on slug casting composing machines every time and automatically into the spaceband box "as sure as you're alive". Diagrams in the folder explain the workings of the Sure-Grip. A spaceband transfer finger is also made and furnished with it.

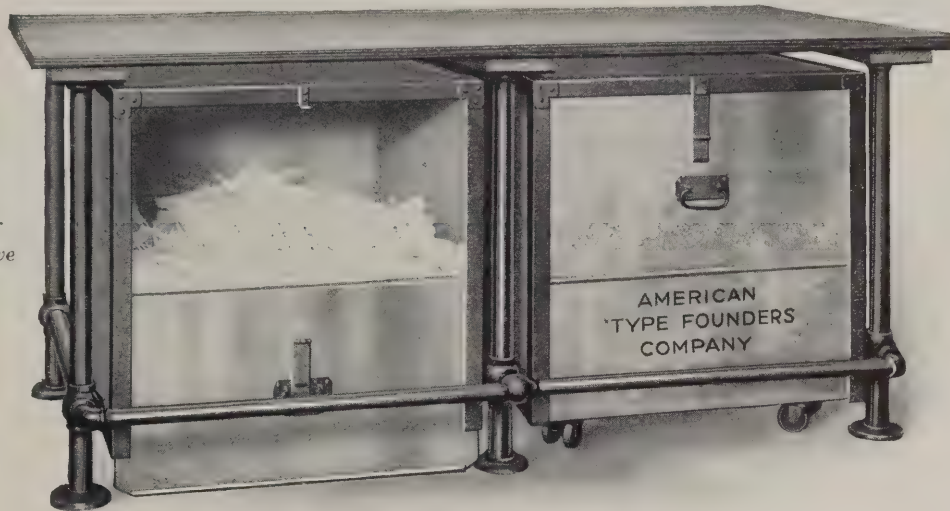
PAYS STRONG TRIBUTE—The Brooklyn (N. Y.) *Daily Eagle*, recently opening a very large new home for its job printing business, issued a booklet describing its modern equipment and layout. In the booklet is found a special honorable mention for the DEXTER-KAST AUTOMATIC STITCHER, used in the wire-stitching of booklets and publications. Here is a description of its workings in popular language, as it appears in the EAGLE booklet: "It sometimes happens that a girl will omit one section: in the old days she had to stop the machine, and adjust it again. You don't have to do that today. The KAST has a 'Kaliper Device'—that means, the machine feels when the collection of sections is not thick enough. It doesn't stop—it goes right on, and throws out the faulty section. In the old days, if the girl didn't notice that she had omitted a section, the machine went right on, and there was an imperfect copy in the batch of booklets. This can't happen with the KAST.

WESTVACO FOLDING ENAMEL—The *West Virginia Pulp & Paper Co.* announces a new grade of coated paper by the foregoing name, and supplies are now obtainable at all WESTVACO distributors, as listed on a specimen-folder of the new grade, and in the colored insert advertisements in "NPJ" each month. The new offering is recommended for any form that folds, where strength and endurance are desirable or necessary, as well as for any process that requires a fine printing surface.

(CONTINUED ON PAGE 46)

CUT-COST PAPER CUTTER TABLE

*Write
Nearest
Selling
House for
Descriptive
Circular*



*Made by
the
Hamilton
Mfg.
Company*



Designed by the ENGINEERING DEPARTMENT of the

AMERICAN TYPE FOUNDERS COMPANY

COVERING THE CONTINENT

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI

CHICAGO
BOSTON
KANSAS CITY

PHILADELPHIA
ROCHESTER
DETROIT

MINNEAPOLIS
DALLAS
MILWAUKEE

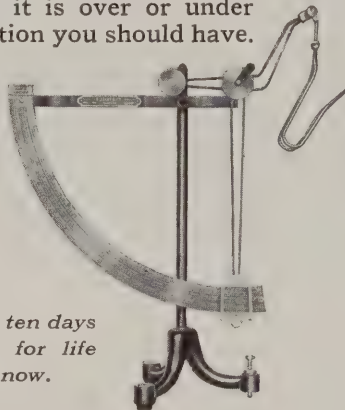
Is Your Print Paper Over or Under Weight?

Newsprint represents the largest single item of expense entering into the production of a newspaper. Are you checking the weight?

The Cady Scale

is a patented instrument which provides a simple and accurate method for testing a small sheet of paper from each roll to determine whether it is over or under weight—information you should have.

With the CADY SCALE you can have a daily report on every roll stripped in your press room.



All goods sent on ten days approval. Write for life size circular now.

E. J. Cady & Company

549 West Washington Blvd. Chicago, Illinois

ANYTHING

Is Possible with PULL

PULL Is Only Possible with CIRCULATION

Let us build your circulation to that point where your paper will be supreme in its field—make your circulation so attractive to your advertisers—and secure that coverage so essential to thoroughly covering your trade territory that your advertisers must of necessity be represented in your columns.

THOSE WHO SAY IT CANNOT BE DONE
ARE ALWAYS BEING INTERRUPTED
BY SOMEONE DOING IT.

You Cannot Go Forward Standing] Still

Let Us Show You Where a Campaign Under
Our System Will Pay You.

SELF-FINANCING CIRCULATION CAMPAIGNS

PACIFIC COAST CIRCULATION SERVICE

301 Bell Block A WIRE WILL SAVE TIME. Cincinnati, Ohio.

THE "NPJ" VIZITER

(CONTINUED)



MERGENTHALER MEMORIAL UNVEILED

This Picture was Made Just a Moment Before the Chief Part of the Ceremony was Commenced, Following a Picturesque Procession

FOLLOWING ANNOUNCEMENT in "NPJ" last month of the unveiling of a memorial tablet at Hachtel, Germany, in honor of a native son, OTTMAR MERGENTHALER, inventor of the LINOTYPE, a number of views of the place and ceremony have been made available for these columns through the courtesy of the Linotype company. The memorial was unveiled November 9, in a gaily decorated, little and quaint village. The participants in the ceremonies, headed by a band and a choir, passed through an arch to the house where Mergenthaler was born. In the procession were many distinguished representatives of printing, including delegates sent by the master printers and the publishers of Germany. There also were C. A. Albrecht and



INVITED GUESTS IN PARADE AT HACHTEL

Every Part of the Civilized World was Represented Directly or Indirectly, in the Ceremonies in Honor of Ottomar Mergenthaler

Carl Muehleisen, pupils of Mergenthaler, and Adolph Oggerin, the first German Linotype operator. The chief dedicatory address was delivered by Otto Schlotke, editor of *Der Moderne Buchdrucker*.

SERVICE EXTENDED—Barnhart Bros. & Spindler, Ltd., Vancouver, B. C., announces V. A. Straube as manager, and C. H. Gordon as head salesman, together with the statement that the Vancouver house has been made the selling agency for the printing machinery and other lines formerly sold in British Columbia by the Toronto Type Founders Co., Ltd.

(CONTINUED ON PAGE 48)

Johnsonized

Aug. 12th, 1924

From The Republican Ptg. Co., Galesville, Wis.

We are handing your machinist our check in full payment for the Johnsonized Swing Press just installed.

From The Atkinson (Nebr.) Graphic. Sept. 19th, 1924

The Johnsonized Cottrell is installed and we anticipate a satisfactory service. We have had a very satisfactory experience with your machinist.

From The Herald, Elk Point, S. D. Oct. 13th, 1924

Your machinist is leaving us today after having given us a full week of his valuable time. We want you to know that we are more than pleased with our Johnsonized Typesetting machine and feel confident we will never regret the "plunge". As for your machinist, he has worked early and late, that everything about the machine be understood thoroughly and he makes warm friends for his firm as well as himself. He has also found time to adjust our other equipment and is leaving us in tip-top shape, besides giving us many valuable hints on simplifying our work. You may rest assured that we will know where to come when we want any more equipment.

From The Bee., Phillips, Wis. Oct. 25th, 1924

We appreciate what you have done for us and we are perfectly satisfied that you endeavor to treat your customers absolutely on the square. The machine appears to be O.K. now, as it has been doing good work of late.

We have certainly enjoyed the visit here of your machinist and wish we could afford to pay him more than your company does to keep him here with us continually, but that, of course, is out of the question. Again thanking you for your consideration of our interests.

From The Cedarburg (Wis.) News. Nov. 27th, 1924

The Johnsonized Reliance Babcock Press, Folder and Chandler & Price Gordon was erected by your machinist and found satisfactory in every respect. Your machinist was more than accommodating in his duties and gave very efficient service. I found the rebuilt Babcock practically new, and am more than satisfied with the equipment I purchased from you.

From Hansen Bros., Jamestown, N. D. Sept. 26th, 1924

Your machinist has just finished the erection of the No. 3 Miehle press purchased from you.

We are very well satisfied with the work of the press as far as we have been able to test it out on a comparatively short run, and are especially well satisfied with the instructions which your representative has given our pressmen. While we have been handicapped by the press of work during the time he has been here, he has been very patient, and has worked overtime in an effort to show the men all of the various adjustments on the press.

From The Deerfield News., Deerfield, Wis. Dec. 11th, 1924

Have just finished running off the edition on the Potter and find the press O.K. Runs splendidly. Your machinist certainly knows his business and the interest he took in seeing to it that every small detail was right, gives me confidence that the press will work even better as we become used to it.

From The Coggon (Iowa) Monitor. Sept. 24th, 1924

Advising you that your machinist completed the installation of the Johnsonized Pony Campbell we recently purchased from you, today, and that we run off our edition on the same. The press seemed all right in every way and did very satisfactory work. Your machinist explained everything in detail so that I don't think we will have any trouble in handling the machine. We are pleased with his work and wish to thank you for sending so efficient a mechanic to erect our press.

From The Spooner (Wis.) Advocate Nov. 27th, 1924

Wish to inform you that the Johnsonized Potter Press has been satisfactorily installed in our office and that the machine seems to fill our wants in that line very nicely. We also beg to state that your machinist has proven himself to be a most capable and industrious workman and gave us most excellent service, his efforts making it possible for us to print the first issue of the Advocate on the new press with comparatively no delay.

From The Odebolt (Iowa) Chronicle. Nov. 27th, 1924

This is to certify that your machinist has this day worked on our Century Press and that after completing his task, the press is working to absolute perfection.

Your machinist is a thorough mechanic and is a gentleman in every respect. We have enjoyed having him with us.

C. I. Johnson Mfg. Co.

Complete Printing and Binding Outfits

Saint Paul, Minnesota

The 1925 Edition of The American Newspaper Annual and Directory is ready for Delivery



The present volume contain all of the old features and some new ones. There are one hundred specially engraved Maps and three hundred and fifty lists of different classes of publications.

Gazetteer information has been recently revised. Populations are from the latest figures.

The price is \$15.00, carriage paid in the United States and Canada. An early order gives longest service of the book, and carries with it a copy of the Mid-Year supplement free of charge.

Address the Publisher

N. W. AYER & SON

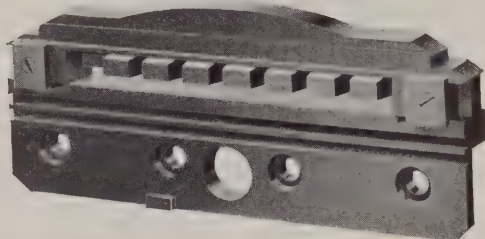
PHILADELPHIA

PENNSYLVANIA

Speedy Make-up for Newspapers

Is Possible With

Stevenson Furniture Molds



This mold can be fitted into the Mold Discs on any slug casting machine and will cast unlimited base and spacing material *without added cost to you.*

Special to "NPJ" Readers

Let us send full particulars and our special offer without obligation.

Manufactured by

Ashton G. Stevenson, Inc.

859 North Franklin St.

Chicago

Newspaper Plant for Sale

Having purchased the entire plant of the Press Publishing Company of Newark, N. J., we offer the following equipment for immediate delivery. Hoe Web Newspaper Press—suitable for 16 or 32 pages, with color attachment; 23 $\frac{1}{8}$ " cutoff. With complete stereotyping equipment.

C. S. M. Intertype
Model 4 Linotype
Model 2 Linotype
Model 1 Linotype
Monotype Caster
Hoe Matrix Rolling-in Machine
Galley Storage Cabinets
32" Sheridan Paper Cutter
Lead Cutter
Circular Saw and Motor
Hoe Double Steam Table
Matrix Trimmer
Hoe 8-column Casting Box
Wesel Hand Proof Press
Challenge Hand Proof Press
Elevating Table
Stereotype Chases
Steel-top Form Tables
Steel-top Imposing Surfaces with Square-Legged Table, Shelf and 2 Drawers — Sizes 41-in. by 56-in. and 51-in. by 65-in.
Hamilton Ad Make-up Cabinet
Galleys.

THOMAS W. HALL COMPANY

INCORPORATED

512 WEST 41ST STREET

NEW YORK

THE "NPJ" VIZITER

(CONTINUED)

IT CAN BE DONE—"NPJ" in November published a remarkable story of how the Barber Printing Co., Winston-Salem, N. C., delivered an order for 20,000 hand bills in 3 hours, this stunt being made possible through the use of the LUDLOW and the KELLY PRESS in that plant. Jess E. Long, manager of the McKeesport (Pa.) *Daily News*, the other day had a merchant walk in, wanting a page ad set throughout in 48-point Cheltenham, and published "at once." The ad appeared as desired. There were 22 lines of the 48-point, 89 picas wide. Mr. Long credits this achievement to his Ludlow, as well as many other equally interesting accomplishments.

NEW ANNOUNCEMENTS—This desk notes with interest a set of new announcement folders from *Barnhart Brothers & Spindler*, including educational and descriptive matter of the REDINGTON Counting Machine, VANDERCOOK Rigid Bed Proof Presses, other VANDERCOOK products, ADZIT Multiple Punch, ADZIT Quion Key, CHANDLER & PRICE jobbers, LEE Two-Revolution Presses, NITITE Compositor's Tweezers, and other articles and equipment. Every folder not only contains desirable information and hints for the printer's production department, but suggestions as to getting up new ideas for customers who want advertising literature prepared and printed.

WILLIAM F. ORR, of Beaver Dam, Wis., has been appointed instructor in press work in the Department of Printing at Carnegie Institute of Technology. He was formerly instructor in the School of Printing at the South Dakota State College, in Brookings, and pressman, foreman pressman, and manager in printing establishments in Ripon, Baraboo, and Beaver Dam, Wis. Mr. Orr succeeds James R. Creech, who has become superintendent of the printing department of a newspaper in Hollywood, Fla.

NEW HOME IN CANADA—The J. M. Huber Manufacturing Co., of Canada, Ltd., the Canadian subsidiary of J. M. Huber, Inc., New York, is now occupying new and larger quarters at 245 Carlaw Ave., Toronto. The new location gives the big ink concern greater facilities for shipping and ample storage space, together with a railroad siding. U. S. branches of the HUBER INK house report excellent business and reflect an optimistic outlook in the industry they serve.

LUDLOW SALES GROW—Dozens of newspaper-printing plants have installed LUDLows recently, and in more than ten instances plants have added the second set. Interesting installments have recently been made at the *Standard Rate & Data Service*, Chicago, and the *Dennison Mfg. Co.*, Framingham, Mass. Exports include a complete equipment to the *Koelnische Zeitung*, Koeln, Germany.

ABOUT 1925—A folder of the *Baker Sales Co.*, New York, "market place for surplus printing equipment", says: "Bigger business in 1925 is freely predicted by those in a position to judge." After pointing out that such predictions have not always materialized, but that wisdom commends being in a position to take care of the 1925 increase, the folder also shows the value of buying equipment in a manner to enable the realization of the largest possible profit.

NEW ADDRESSING MACHINE—A new rapid-power device, named the *Challenge Addressing Machine*, is now on the market, using LINOTYPE, INTERTYPE or LINOGRAPH slugs from 10 to 17 ems pica wide, and able to do from 2,000 to 4,000 per hour. The installation weighs but 700 pounds, and is of square, roomy design. It is a product of the *Challenge Machinery Co.*, Grand Haven, Mich.

HOWARD PAPER CO., Urbana, O., has just completed erection of a new brick addition to its factory, locating its ruling department there. The addition increases the services in all kinds of mill ruling and also gives space for a large open stock room at the mill.

PHENOID—The *Chalmers Chemical Co.*, Newark, N. J., reports a rapidly-widening market for PHENOID, the instantaneous type cleaner. Advertisements in "NPJ" offer to send a trial quart with a cancel-the-charge guarantee of satisfaction to the user—no strings.

SULLIVAN IS EDITOR—FRANK O. SULLIVAN, an authority in the field and connected for some time with PRINTING, is now editor of the new department of the INLAND PRINTER, Chicago, an 8-page monthly section entitled *Inland Offset Lithographer*.

Two Hundred Publishers—

fully one-half of them editors of country publications are so convinced of the constructive work

of the

National Editorial Association

that they maintain Sustaining Memberships of from \$25 to \$50 per year to promote and extend the work.

Thousands of others have individual memberships at \$3 each.

Washington Representation
Engraving Service
Advertising Pointers
A Monthly Bulletin

Are some of the things that are covered in the membership but the best of all is the conviction that by such membership you are doing your part in protecting the great industry in which you are engaged.

Why not connect up with this the largest newspaper organization in the world by sending your check for \$3.00 to

H. C. Hotaling, Executive Sec'y.
131 East Sixth Street :: :: St. Paul, Minn.

Publishers and Business Managers

We have a plan that will solve your lead and slug problem.

Leads and slugs furnished in strips or cut to measure cheaper than you can manufacture them.

Did you receive your copy of our rule chart showing 280 faces of Hand-Made Metal Rules? Send today!

Printers Supply Service

719 S. Dearborn St., Chicago, Ill.

Central States Sales Agents
MARGACH METAL FEEDERS

Rule used on this ad is our No. 697

ONLY 11c A DAY



A Power Punching Machine

complete with electric motor of suitable voltage, dies, gauges, stand and 54 inch collapsible table. Built to deliver permanent service on any kind of round or loose leaf holes, we call this our

Nelson Junior Model

Less Expensive Than a Foot Power Punch

C. R. & W. A. NELSON, Inc.
227 N. Michigan Ave. Chicago, Ill.

GREETING CARDS

Engraved from Steel Dies so type can be used for adding name.



CALENDAR CARDS

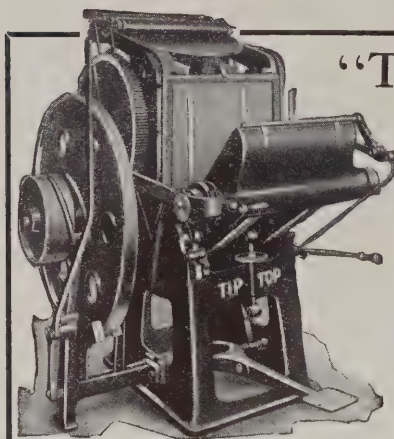
to fit 6 $\frac{3}{4}$ Envelope in four colors of stock, furnished with Calendar Steel Die Embossed or printed in the regular way. Send for samples.



AMERICAN EMBOSSING COMPANY

192-96 Seneca Street

BUFFALO, N. Y.



"TIP-TOP"

The Latest and Most Improved Job Press

Perfect impression, powerful build, noiseless, Speed 1,600-2,100. Throw-off of inking rollers while machine is running. Fine for half-tones.

\$275.00 and up

complete with fountain, power fixtures, etc. Guaranteed prompt supply of parts. Easy terms.

Sizes 9½x13, 10½x15, 14½x18

**HOFFMANN
Type & Engraving Co.**
124 E. 13th St., New York, N. Y.

Complete Plants for Printers and Book Binders

94% Have Job Departments

Net Increase of 63, and Total of 17,453 Daily, Weekly, Semi-Weekly and Tri-Weekly Publications of All Kinds in U. S. and Canada, at end of 1924 According to Ayers 1925 Directory.

THE number of publications listed in the 1925 edition of the *American Newspaper Annual & Directory* shows the first increase, following an uninterrupted series of decreases each year, since 1917.

The first directory, published in 1869, listed 5411 publications. The number steadily grew with the growth of the country until, in 1917, there were 24,868. Then came the entry of our country into the war, in the spring of 1917. This started an era of strenuous struggle in the publishing business. Chief sufferer was the country weekly. More than 2200 weeklies died in the first three years. The tide seems now to have turned. There are 97 more weeklies than last year, but they still number 2771 less than in 1917.

In 1917, there were 175,000 men engaged in the industry of printing and publishing newspapers and periodicals. Uncle Sam took about 25,000 of them and put them in the army. Both labor and materials were hard to obtain.

These conditions brought about a period of consolidation. Although weekly newspapers are 2771 less in number than in 1917, the number of towns having papers decreased only 1077 in the same period, while county seats having papers increased until there are 51 more than in 1917.

In 1917 there were 530 German publications. There are now 218.

There are 19 fewer dailies than last year. Within the past year or two, in the larger cities, notably New York, Pittsburgh, Detroit and San Francisco a number of dailies have been merged with others.

In the United States and Canada there are only 565 morning dailies, while evening dailies number 1844, the directory shows.



JOURNALISM ETHICS AND WORLD AFFAIRS, Series No. 32, University of Missouri, Columbia, Mo., Robert S. Mann, Editor—A valuable collection of addresses delivered at the fifteenth annual Journalism Week of this university, a pioneer in teaching Journalism.

ITALIAN OLD STYLE, A New Type Designed by Frederic W. Goudy; Lanston Monotype Machine Co., Philadelphia—Everyone interested in printing progress should write for a copy, if one is not already at hand. The cover design is particularly attractive and novel. The text, revolving about "Early Printers in the City of Venice" is appropriate and illuminating, showing the new line in various sizes, both roman and italic, in such a variety of ways as will be helpful to every typographer. This type may be had for Monotype composition in 8, 10 and 12 points, roman and italic; and for casting display type in 14, 18, 24, 30 and 36 point, roman and italic. The booklet gives complete information.

WESEL TOPICS, F. Wesel Manufacturing Co., Brooklyn, N. Y.

—The new plant publication announces that it has been created to "provide the medium for a more intimate and more general understanding of the Wesel organization and to chronicle the many interesting and valuable facts this organization gathers." The contents exemplify the Wesel service to printer, publisher, photo-engraver, electrotyper, stereotyper and gravure and offset printer. Norman S. Githens, advertising manager of the company, is editor. President F. Wesel signs the keynote article in the first issue.

THE PAPER RECORD (Western Edition) Ben Franklin Publishing Co., Chicago and New York—An annual directory for the buyer of writing and printing papers, incorporating Walden's Directory of Papers. A Chicago paper directory and monthly price list is also at hand with the larger, annual volume. The latter is departmentized as follows: Index Section; Catalog section, alphabetically by names of paper merchants; Mill Brand Section, showing the makes of the mills, list of watermarks and brands, etc.

(CONTINUED ON PAGE 52)

BROADCASTING

*A
Money Saving Device
W. C. C. E.*

(We Cut Composition Errors)

"We have found that our errors have been reduced about 50% on two of our machines, and 25% on the third, the man on the third machine being a comparatively inexperienced operator."

THE REPORTER, Dover, Ohio.

Particulars on Request.

Matrix Contrast Corporation

33 WEST 42ND STREET

NEW YORK CITY.

NEENAH PAPER COMPANY

Neenah, Wisconsin

Makers of
SUCCESS BOND
OLD COUNCIL TREE BOND
CHIEFTAIN BOND
NEENAH BOND
WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

"Note the Tear and Wear as well as the Test"

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



Addressing Plates \$4.20 per M

Aluminum plates weighing less than four pounds per thousand; scrap value for old metal 60¢ per thousand.

Addressing as neat as a typewriter and is done faster than any other system on the market.

We undertake to emboss customer's lists at a very reasonable price if desired

Write for information giving full particulars of your addressing requirements.

POLLARD-ALLING MFG. CO.

Addressing, Mailing and Listing Machines

224 West 19th Street, New York City

SPARTAN TYPE METALS



THE PRINTING WORLD
RECOGNIZES THE
SUPERIORITY OF
SPARTAN
AND WE RECOGNIZE
OUR RESPONSIBILITY

For
Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositype

All Special Feed Bars

MERCHANT & EVANS CO.
PHILADELPHIA

Since 1866

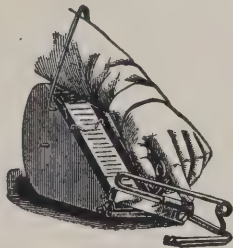


Don't "Pig" Metal

MONOMELT
SLUG FEEDER

Has eliminated the metal furnace successfully in large and small plants. Satisfaction guaranteed. Write for free trial offer.

PRINTERS MANUFACTURING COMPANY
706-16 Palace Bldg., Minneapolis



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

What Does "ADVERTISING" Mean to Printers?

There is but one place for the printer to learn what Advertising means to his business welfare and that is in

The Printing Art

In the November number, for example, a director of printing for a large New York Advertising Agency rips away the mystery veil of obscurity which has hidden the reasons for the lack of printer-advertising.

There are examples of both good and bad printer-advertising with explanations of faults and suggestions for improvements. You may find answers to some of your own bothersome perplexities.

There are other mental stimulants in this 100-page illustrated monthly magazine which is devoted to the development of printing and printed salesmanship, and the price is but 40c (45c in Canada). Send U. S. postage or coins before the limited edition is exhausted.

The Printing Art

Dept. C
Cambridge, Mass.
Near Harvard Square



SOME OF THE USES of the Cadillac Portable Electric Blower

Equipped with Norma Ball Bearings Requires no oiling

"We use it on press folder to get the 'paper dust' out, and find it O. K."

"We use it to keep dust out of our type cases."

"We use it to blow dust from the keyboards, magazines and motors."

"We use it to keep our electric motors clean and efficient."

"After the linotype machinist and pressman are through with it, our janitor uses it to remove dust and dirt from radiators and other places difficult to clean in ordinary way."

Descriptive folder giving price, names of users, etc., supplied on request.

CLEMENTS MFG. CO.

616 Fulton Street Chicago
Canadian Factory: 81 Duchess St., Toronto

PHENOID INSTANTANEOUS TYPE CLEANER

Test "Instantaneous" on the dirtiest type forms, cuts and fountains in your shop. You'll find it the fastest solvent you have ever used.

Trial Quarts \$1.00 Gallons \$3.00

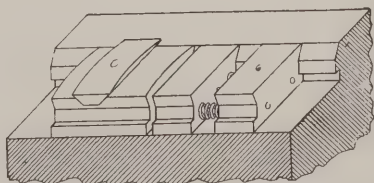
CHALMERS CHEMICAL COMPANY

Specialists in Solvents and Detergents for over 20 years

123 CHESTNUT STREET NEWARK, N. J.

The CENTER CLIP RELEASE

"Made to Fit All Makes of Cylinder Presses"



Endorsed by Web Pressmen's Union of Boston

HANNAFORD-YOUNG CO.

P. O. Box 2295

BOSTON, MASS.

"NPJ" BOOK TABLE

(CONTINUED)

WESTVACO CARD UNITS, *West Virginia Pulp and Paper Co., New York and Chicago*—A handy and original portfolio showing samples of Westvaco Coated Postcard, Satin White Translucent, Postcard and Index Bristols. Each specimen is imprinted with all desirable information, and colored items are included. By a novel method of fastening the specimens, the entire lines can be readily inspected and compared, and instantly returned to position in the portfolio.

GOUDY-KENNERLY SERIES, WITH ITALIC, *Empire Type Foundry, Delevan, N. Y.*—A complete display of this attractive type face, in nine sizes. The booklet interestingly portrays the services offered to the printer and publisher by the Empire. A number of pages show combination monograms which are becoming more popular with users of printing; tell about the Linowriter, a letter writing machine with a keyboard similar to slug-casting composing machines; wood type; supplies and equipment, brass rules, galleys, melters, furniture, saws, etc., etc. An assortment of new stock electrotypes is also illustrated.

AMERICAN TYPE DESIGN SOURCE OF HONEST PRIDE

AMERICAN TYPE DESIGN, by *Douglas McMurtrie*; Published by *Robert O. Ballou, 6148 Ellis Ave., Chicago*, \$2—A complete but not at all cumbersome review, with specimens, of the outstanding American type designs produced during the present period. None other than Frederic A. Goudy has written the introduction.

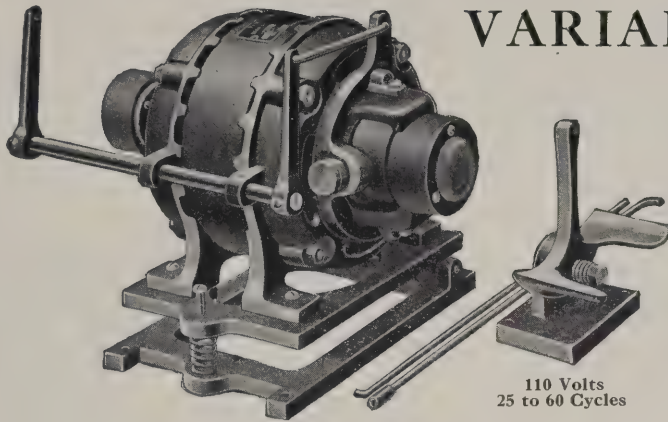
Mr. Ballou, who retired some months ago as editor of the former *Ben Franklin Monthly*, to publish for the printer and publisher, is establishing a notable record for producing fine and truly valuable books—filling a want in the field where much superficiality has been offered from many sources.

Mr. Goudy's analysis of developments and conditions is inspirational, beautiful and completely instructive. The story of present day type designs by Mr. McMurtrie contains many facts and deductions which will prove revelatory to the studious printer, and to the extent that it is distributed, will surely improve typography. This is true because, "*NPJ*" believes, the book gives the actual hows, whys and wherefores—without these, mistakes are easier to make; often inevitable.—*J. L. M.*

WESTVACO INSPIRATIONS FOR PRINTERS, *West Virginia Pulp and Paper Co., New York and Chicago*—"A publication for those who wish to lead in the typographic pageant." No. 1 has just been mailed to Westvaco distributors, and will be followed by nine others in 1925. This beautiful and strikingly valuable issue, printed on Velvo-Enamel, Clear Spring Super Calendered Book, Clear Spring Text and other Westvaco products, is literally a collection of inspirations in the form of specimens of fine black-and-white and color-printings, particularly useful for sales literature. There are many lessons to printers in preparing such items for users of printing. The illustrations are showings of cuts which will appear in magazines, newspapers and booklets of national advertisers in 1925. The tendency is to show products advertised in their real colors, and this publication goes a long way in indicating how it can be done better.

MONARCH MONOMETER, *Monarch Engineering & Manufacturing Company, Baltimore, Md.*—A pamphlet filled with worth-while ideas and suggestions on the subject of melting metals in printing plants. It points out how the "MONOMETER" does away with fumes, cuts dross losses, and is a labor and fuel saver. The device has automatic heat control, new and low-pressure Bunsen Burners, anti-oxidation system, ingot mould which is water-cooled, lever-operated type of mixer and other features. Cross-section diagrams are especially interesting and educational.

"GROW WHEAT," COMMANDS BYRON TIMES—"Plant Wheat in the Delta" is the title of an article in a recent number of the energetic *Byron (Cal.) Times*. It was reprinted in the *San Francisco Chronicle*, the *Oakland Tribune* and the *Stockton Record*. Letters of commendation have been received by Harry Hammond, editor, from farmers, flour mill operators, newspaper editors, Luther Burbank.



VARIABLE SPEED MOTORS for JOB PRESSES

A WARNER variable speed motor will run your job press from the lowest possible speed you may require up to the maximum output of the press.

NO BELTS

Motors are equipped with spring base friction drive and foot control. Motors are shipped out with a complete equipment all ready to attach to press.

BALL BEARINGS

All WARNER Motors are equipped with the finest kind of ball bearings and when once oiled will run at least two years without re-oiling.

Motors are now manufactured for either 110 or 220 volts and from 25 to 60 cycles.

WARNER ELECTRIC CO.
KALAMAZOO, MICH.

SELLING AGENTS FOR

Electric Welded Chases

O. K. Paper Cutting Knives
Perforating Machines
Ortleb Ink Agitators
Folding Machines

Punching Machines
Perfection Quoins
Wire Stitchers
Paper Cutters

Proof Presses
and other Press and Composing Room Equipment

DEALERS IN

New and Rebuilt Cylinder and Job
Presses and Book Binding Machinery

J. Ruesch Prtg. Mach. Co.
MILWAUKEE, WISCONSIN

TYPES THAT TALK

Superior Printing Equipment

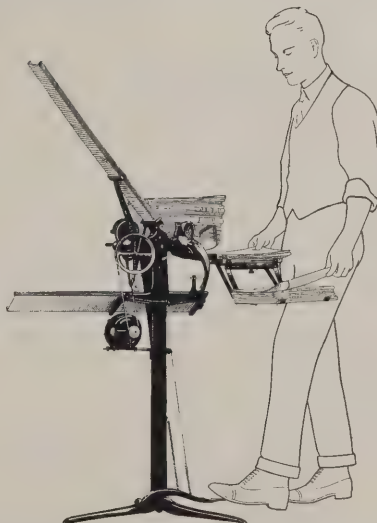
WHEN in the market for Type Faces or Typographic Material, write for Specimens of our latest productions. Our modern designs are by noted artists of today and serve most effectively the advertising and commercial printing problems of the present. We are merchants of the best in Printing Machines and furnishers of Complete Equipments and Supplies.

Barnhart Brothers & Spindler

SUPERIOR PRODUCTS since 1868

Chicago Washington, D. C. Kansas City
Dallas Omaha Seattle
Saint Louis Saint Paul Vancouver, B. C.

PRINTS
FROM
LINOTYPE
SLUGS
DIRECT
ON MARGIN
OF PAPER

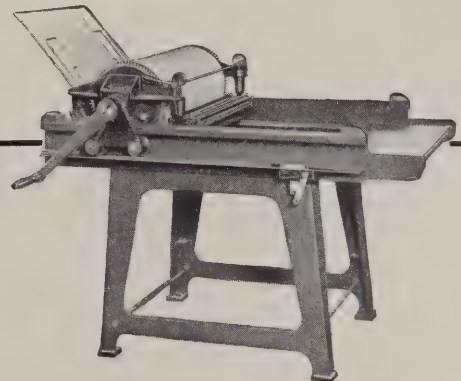


4000 ADDRESSES AN HOUR On Paper or Wrappers

The Typaddresser is now used by publishers in thirty-eight states. A tried and proven labor saver. Prints clear cut, visible addresses through an inked ribbon direct from lino-type slugs.

Strong — Electric Driven — Simple in Operation.
Write for our trial offer.

THE TYPADDRESSER CO.
916 City National Bank Bldg. OMAHA, NEBR.



15 Good Proofs Per Minute

is the speed obtained by practiced operators on

Vandercook Rigid Bed Composing Room Cylinders

This speed is possible because in the operation of this press it is not necessary to stop the cylinder to feed the sheet. About 50 sheets of paper are carried with the cylinder on the feed rack, and are dropped into the feed hopper one at a time while the cylinder is in motion. The grippers automatically take the sheet from the feed hopper.

WRITE US FOR COMPLETE INFORMATION

Vandercook & Sons Originators of the
Modern Proof Press
1716-22 W. Austin Ave., Chicago, Ill.

BEWARE OF IMITATIONS

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbings, Tipping or Mounting

SAVES 50 PER CENT IN LABOR

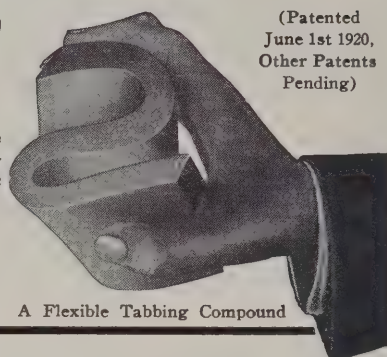
NUREX — The only Non-Inflammable Tabbings Compound on the market. **Beware of Imitations!** — **NUREX** — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural **Put up in** Gallons or Quarts **Government Measure**

Trade supplied through all printers' supply houses

THE LEE HARDWARE CO.

Salina, Kansas, U. S. A.



(Patented
June 1st 1920,
Other Patents
Pending)

A Flexible Tabbing Compound

THE SIMPL-O CASTER

Is a Complete

Stereotype Outfit

Burns Gas or Gasoline

Anyone can operate — Casts from ordinary mats. Hundreds of satisfied users. Write for circular describing time-saving equipment for the Publisher.

7250

**SOLD ON
EASY PAYMENTS**

SIMPL-O CASTER COMPANY
PARK BUILDING CLEVELAND, OHIO

QUALITY-SERVICE-VALUE

Embodied in All

Standard Line **TYPE** Point Set

Manufactured by

Damon Type Founders Co.
INCORPORATED

44 Beekman Street, New York

We Carry in Stock Ready for Immediate Delivery
Chandler & Price Presses, Hamilton Wood and Steel
Equipment, and Everything the Printer Requires.

1458 Publishers Now Mould Their Own Mats

At last the long-sought-for paper has been found. We guarantee absolute satisfaction or your money promptly returned in full. We make it unreservedly. It is a mat paper simple to use and requires no experience for making perfect mats every time. You can mould them on a proof or hand press as well as on your job press. The mats will not blister when the cast is made.

Release All Type in Standing Jobs!

You know the many advantages of having all type in your standing jobs released. You can hold every job for which you may receive repeat orders. All you have to do is to file away the mats of standing jobs. Set your job — mould a mat — and print from a cast of that. Duplicate composition from as many casts as you care to run at one time. Mats of mast heads, headings, ruled work, display type and complicated jobs will eliminate all tie-up of good and expensive type.

—HERE'S WHAT YOU GET—

The complete set, comprising moulding blanket, brushes, powder, felt packing and 24 sheets of A. F. Co. paper, 10 in. by 12 in. and complete instructions. Price \$5.00, cash or C. O. D.

Separate sheets of mat paper, 10 x 12 inches — without the mat-making equipment are \$1 per dozen. No Order less than 2 dozen, cash or C. O. D. Immediate delivery can be made.

AMERICAN FLONG CO.
202 West 20th St. New York City

Baker Sales Company, 200 Fifth Avenue, New York City

Bargains in Web Presses

"Used but Good"

Our No. 598—8-page Campbell Multipress, printing 4, 6 or 8 pages, 7 col. 13 ems or 8 col. 12 ems, page 22-in. long, printing from flat forms, no stereotyping. (Located in Pennsylvania.)

Our No. 623—8-page Cottrell web newspaper press with stereotyping equipment. (Located in New England.)

Our No. 533—12-page Hoe web press, page 22¾-in. long, printing 7 or 8 col. papers, with complete stereotype outfit. (Located in central south.)

Our No. 602—16-page Hoe web newspaper press, 7 col. 13 ems, or 8 col. 12 ems. Page 21½-in. long, with stereotype equipment. (Running in the South.)

Our No. 589—16-page Potter web press, 7 col. 13 ems, 8 col. 12 ems, with stereotype equipment complete. (In Pennsylvania.)

Our No. 517—20-page Hoe web press, 7 col. Paper page 22¾-in. long, with stereotype equipment. (In Pennsylvania.)

Our No. 570—24-page Hoe web press, three deck, extra color on top deck, 7 or 8 col. page, 21½-in. long. Fitted to produce tabloids also. (In New York.)

Our No. 450—32-page Hoe right-angle quad, 8 col. 13 ems, page 23½-in. long, with stereotype equipment, type column 300 agate lines. (In New York.)

Our No. 427—Goss half-tone and color web press, four colors one side and two on the other, cut off 22¾-in. with stereotype equipment. Will produce colored supplements or comics in either full page or tabloid size. (In New York.)

Our No. 599—Complete rotary gravure printing plant for newspaper supplements or commercial work. (In central west.)

Many other machines for sale, of all sorts and descriptions. Let us know what you can use. Send for our latest list of surplus printing equipment.

Wire or write for details and prices

BAKER SALES COMPANY
200 Fifth Avenue New York City

"NPJ" Classified Ads

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, \$1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

FOR SALE—MACHINERY

SPECIAL FOR THIS MONTH

No. 627—Modern Cox Duplex flat-bed web press, with four fountains and angle-bar folder, printing papers of 4, 6 or 8 pages, for sale because of consolidation. About 4 years old. Overhauled and erected in present position 9 months ago. Write or wire for details. Baker Sales Company, 200 Fifth Ave., New York City.

FOR SALE—Linotypes, Model 1, \$435, not rebuilt; Model 5, \$1250; Model 14, \$2650; Model A Intertype, \$1200. All machines sold under good guarantee. Over 30 machines for your selection, with electric or gas pots, fifty fonts of matrices from two large plants now being sold. Daily newspaper plant in Massachusetts now being sold. Get list 30. Peckham Machinery Company (12 years Linotype sales), Plant Sale Specialists, Broadway at 34th Street, New York City.

HARRIS AUTOMATIC PRINTING PRESSES, all models and sizes, single and two-color; rebuilt and guaranteed; prompt delivery, fair prices. Konecky Bros., 252 Pennsylvania Ave., Brooklyn, N. Y.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

STEREOTYPE WET MATS CURED AND DRY—Made of the best matrix and imported tissue. All that is necessary is to moisten down over night and stack up under wet blankets. Our price is \$12.00 per hundred, 20x24. SPECIAL INTRODUCTORY OFFER we will include a Cork Moulder with the initial order of 100 mats. All our Product is Guaranteed. STAR KEE PROCESS CO., 37 Sullivan St., New York City.

NEWS FILE SERVICE

YOU put us on your mailing list
We check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months\$5.00
Daily Six Months\$7.00
Weekly Twelve Months\$5.00

We are serving Publishers in all parts of the United States.

Write us for further particulars.
Monmouth Blank Book Co.,

O. J. Forman, Prop.,
Monmouth, Ill.

PRINTERS' ROLLERS

VAN BIBBER ROLLER CO.

426-428 Elm St., Cininnati, will give you the best rollers that can be made for any season or press. Our facilities are the best and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

MILLER SAW-TRIMMER CO.

Manufacturers of

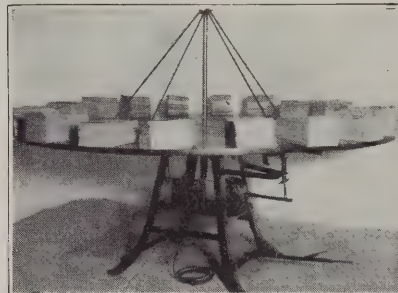
*Miller Automatic Feeders and Miller
Saw-Trimmers*



Main Office and Factory, Pittsburgh, Pa.

Branches:

Atlanta, Boston, Chicago, Dallas, New York
Philadelphia, San Francisco



Rotary Gathering Table

Variable Speed, Two to
Six Revolutions per
Minute

Time and Labor Saving
Device for Gather-
ing Book Sections,
Single Sheets, En-
velopes or Calendar
Pads.

Three Styles—Prices \$225 to \$285 F. O. B. Chicago

City Sales Room — Printing Trades Display Room — Transportation Bldg.

THE EFFICIENCY BINDERY TABLE COMPANY
General Office: 12130 Eggleston Avenue, Chicago

Cline-Westinghouse Interchangeable Electric Motor Drive

FITS ANY MODEL TYPESETTING MACHINE
AND IS INTERCHANGEABLE

Write Us for Further Details

CLINE ELECTRIC MFG. CO.

MAIN OFFICE: CONWAY BLDG., 111 W. WASHINGTON ST., CHICAGO

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
SAN FRANCISCO, CAL.



EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St.,

Milwaukee, Wis.

“Well begun is half done”



Gardiner Metal Starts You Right

THE ultimate appearance of your newspaper depends largely upon the quality of your linotype slugs. Gardiner Linotype and Stereotype Metals are standardized in purity, content and as to method of alloying. This insures clean-cut linotype slugs and stereotype plates.

*Gardiner's
Is Fine
Type Metal*

*Many metropolitan newspapers
use Gardiner Metals exclusively*

Gardiner Metal Company

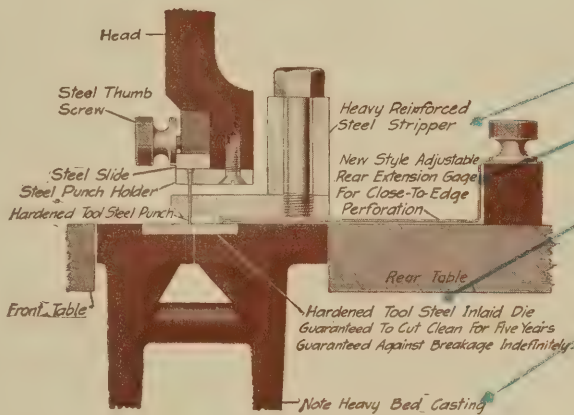
Established 1901

1356 West Lake Street, Chicago, Ill.



THE ROSBACK FOOT and POWER PERFORATOR

New Model, Extra Heavy



Cross sectional view showing construction and the new rear gauge with extension fingers in position.

What It Means To You

NO improvement in perforating machinery in recent years has meant so much to printers everywhere, as this new model Rosback—for it not only does a perfect job of perforating but these improvements eliminate the possibilities of holdups from breakage—*increase production and give absolutely accurate work to hair-line register—anywhere on the sheet.*

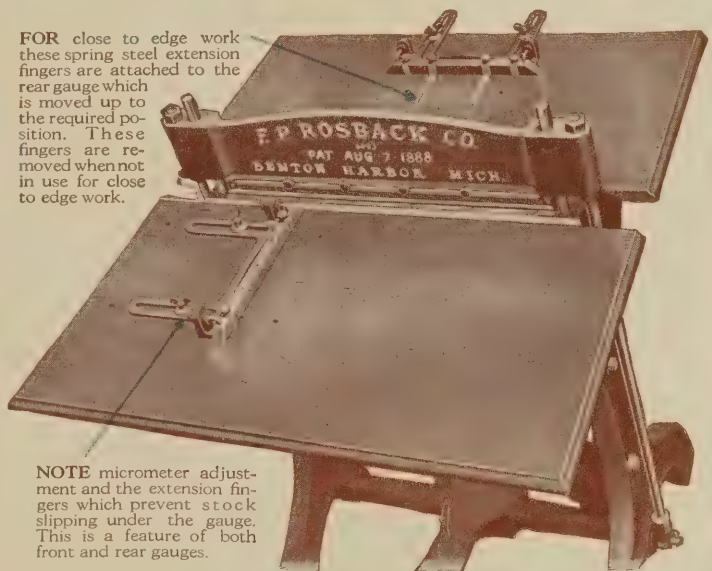
The **Extension Fingers** on the rear gauge have entirely eliminated guess work and home made devices, in getting accurate register on close to edge work. It is absolutely impossible for sheets to slip by the gauge fingers, which fit in between the die and stripper.

This **Rear Gauge** and also the improved front gauge have micrometer adjustment on either end making them adjustable to the smallest fraction of an inch.

Note the two fingers which are a part of both gauges which set closely to the table top and automatically prevents stock slipping by or under the gauge.

FOR close to edge work these spring steel extension fingers are attached to the rear gauge which is moved up to the required position. These fingers are removed when not in use for close to edge work.

NOTE micrometer adjustment and the extension fingers which prevent stock slipping under the gauge. This is a feature of both front and rear gauges.



Of special interest to you is the fact that there is no advance in price over the old model.

You obtain this superior machine, these 20th century refinements and features and the experience of the world's best Perforator engineers *at the same old price.*

THE RESULT OF FORTY YEARS EXPERIENCE

Inlaid Tool Steel Die—**GUARANTEED FOR 5 YEARS**

No advance in price over old model.

You can't afford to Experiment—GET A ROSBACK!

BUILT BY

F. P. ROSBACK COMPANY

BENTON HARBOR, MICHIGAN

For Sale by Dealers Everywhere

THE LARGEST PERFORATOR FACTORY IN THE WORLD



Rush Orders Go Out



On The Next Train



LINOTYPE SERVICE

East — West — North — South

For the Dominion of Canada and the Wide World Over

Prompt service through conveniently located agencies and depots of supply insures continuity of publication and the fulfillment of printers' contracts.



MERGENTHALER LINOTYPE COMPANY

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SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

NATIONAL PRINTER JOURNALIST



Vol. 43 No. 3

MARCH, 1925

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129-135 Michigan Street
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Copyright, 1925

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Single Copies 25c



The Publisher: Printer must realize that he lives in a Glass House and has Glass Pockets



A NEWSPAPER cannot place its news and editorial policies on high ground and keep them there, while the Business Office lags behind and flirts with discarded practices.

The Publisher who fights with a clear understanding of the facts of his own business has no trouble living up to high standards of business practice.

—J. W. PIERCE, Publisher
Clinton (Ind.) *Clintonian*

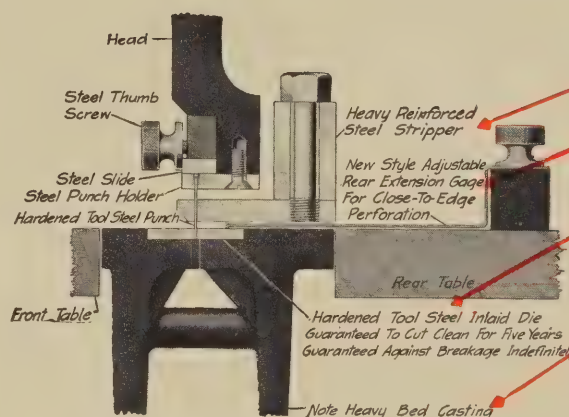
His Story Begins on the First News
Page of This Issue

*The Printers' and Publishers'
Experience-Exchange*

THE ROSBACK FOOT and POWER PERFORATOR

New Model, Extra Heavy

FEATURES



Cross sectional view showing construction and the new rear gauge with extension fingers in position.

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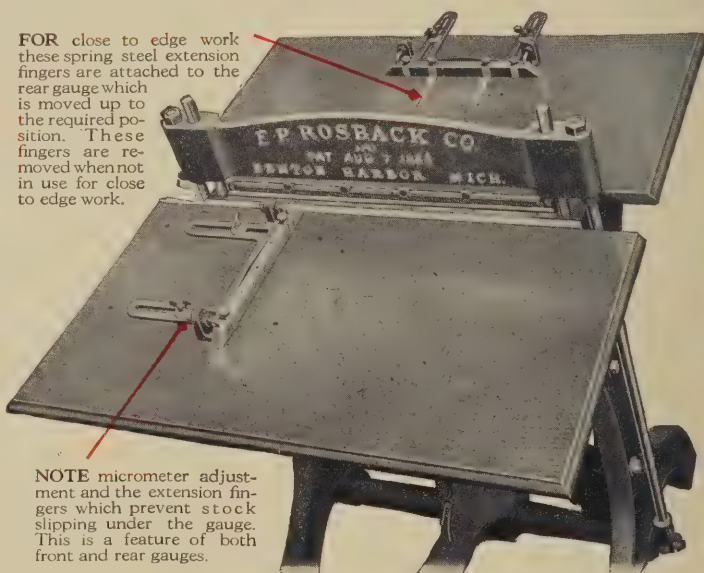
The Extension Fingers on the rear gauge have entirely eliminated guess work and home made devices, in getting accurate register on close to edge work. It is absolutely impossible for sheets to slip by the gauge fingers, which fit in between the die and stripper.

This Rear Gauge and also the improved front gauge have micrometer adjustment on either end making them adjustable to the smallest fraction of an inch.

Note the two fingers which are a part of both gauges which set closely to the table top and automatically prevents stock slipping by or under the gauge.

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Inlaid Tool Steel Die—**GUARANTEED FOR 5 YEARS**

No advance in price over old model.

You can't afford to Experiment—**GET A ROSBACK!**

BUILT BY

F. P. ROSBACK COMPANY

BENTON HARBOR, MICHIGAN

For Sale by Dealers Everywhere

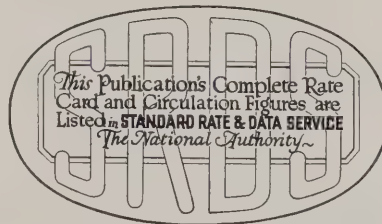
THE LARGEST PERFORATOR FACTORY IN THE WORLD

“**E**VERY additional day's use of your SERVICE increases the value we put on it. We are continually surprised at the apparent ease with which you keep it up-to-date.”

Recently we ran into an instance where the Standard Rate & Data Service had changes of rate printed and in circulation before the New York Representative of the paper in mind had been advised of the revision.

An advertising agency, figuring on a big and far-flung campaign, could hardly ask for better service than this.”

*Emil Maurice Scholz, President,
World-Wide Advertising Corp.,
New York City, New York.*



PUBLISHERS—This electro will be furnished to you, free of charge—in three sizes, one inch — one and one-half inches — two inches. Use the symbol in your advertisements, direct-by-mail matter, letterheads, etc. It's a business-producing tie-up —links your promotional efforts with your listing in Standard Rate & Data Service.



The Service Represents an Ideal Medium for Your Advertising

STANDARD RATE & DATA SERVICE

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San Francisco

London

Success Bond

PURPOSE followed by achievement is the formula for success. The logic of this is evident in SUCCESS BOND. The purpose of its makers was to produce a sheet fine enough for the most fastidious and yet so reasonable in price as to please the most practical. SUCCESS BOND is a success. It is a crisp, crackly, cockle finish sheet, suited to the private letterheads and documents of the greatest companies and used by a growing number of them. Try it. Let it play a part in *your* success.

"Note the Tear and Wear as well as the Test"

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PAPER COMPANY

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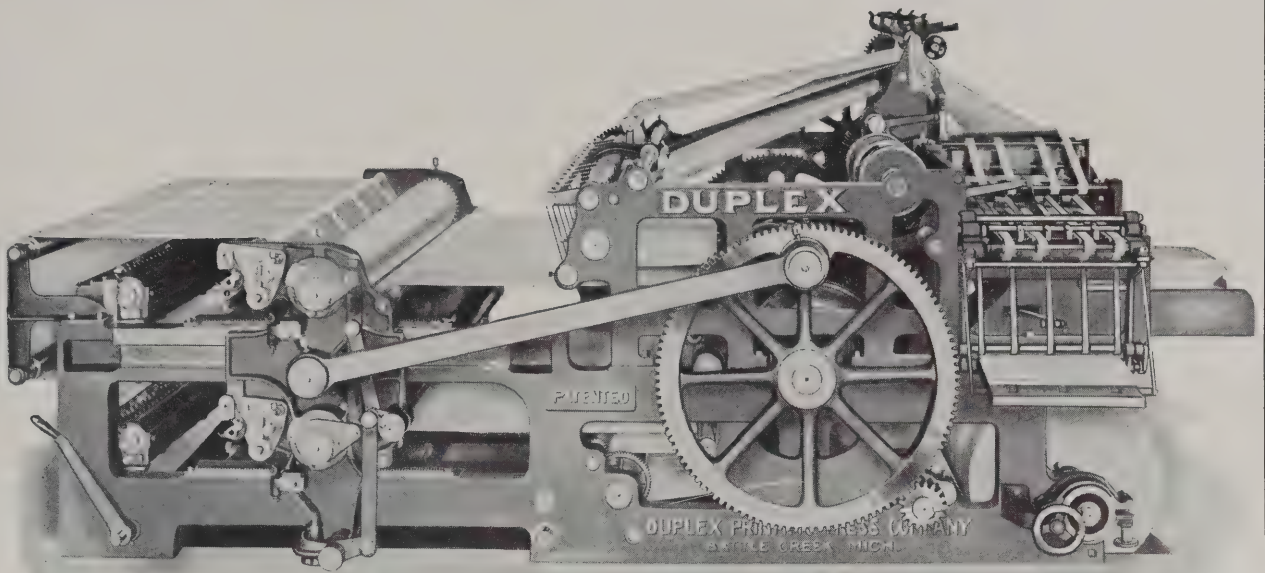
Makers of
OLD COUNCIL TREE BOND
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WISDOM BOND
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Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes





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THE MODEL "A" PRINTS DIRECTLY FROM THE TYPE AND HALFTONES.

WRITE DEPT. "F" FOR BULLETIN 702

If your circulation demands greater productive speed, write for Bulletin 701

THE DUPLEX MODEL "A" FLAT BED WEB PERFECTING PRESS

IS A REAL PRESS FOR WEEKLY, SEMI-WEEKLY, AND SMALL DAILY PAPERS

ASK YOUR FELLOW PUBLISHERS, THEY KNOW!

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DAYTONA, FLA. — *News*
MARIETTA, GA. — *Times*
HOOPESTON, ILL. — *Chronicle-Herald*
LINTON, IND. — *Citizen*
SHENANDOAH, IA. — *Sentinel-Post*
PAOLA, KANS. — *Western Spirit*
DANVILLE, KY. — *Advocate*
BATON ROUGE, LA. — *News*
BATH, ME. — *Times*

SALISBURY, MD. — *News*
MARLBORO, MASS. — *Enterprise*
ALBION, MICH. — *Recorder*
COLUMBUS, MISS. — *Dispatch*
TROY, MO. — *Free Press*
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AND HUNDREDS OF OTHER USERS

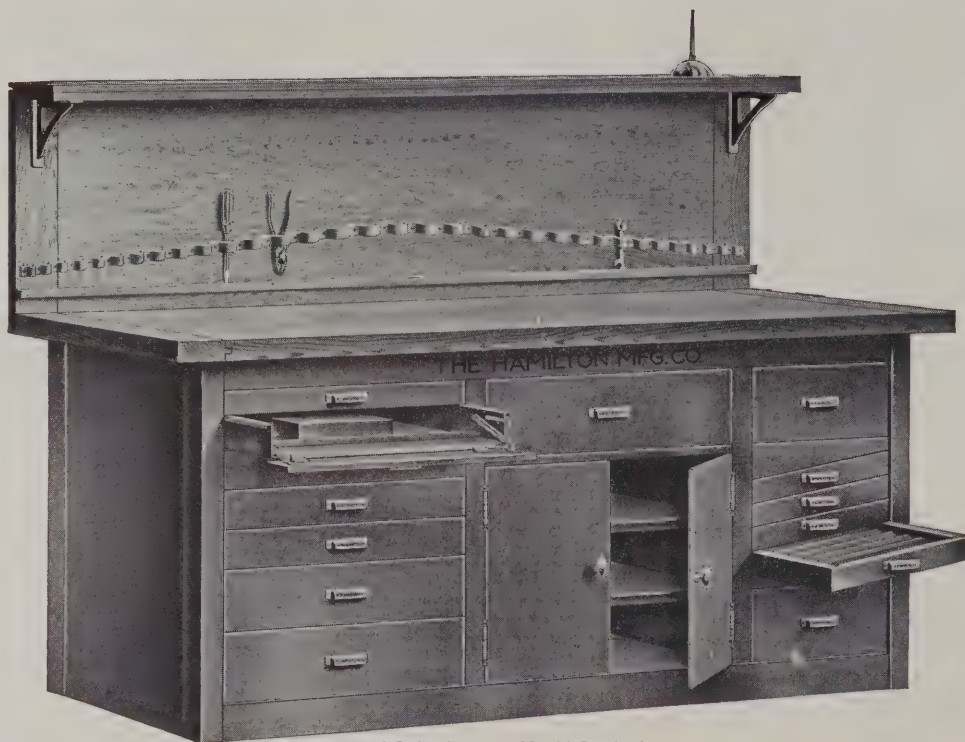
THE DUPLEX PRINTING PRESS COMPANY of Battle Creek, Mich.

World Building
New York City

New Chicago Temple Building
77 W. Washington St., Chicago

deYoung Building
San Francisco

Work Bench and Storage Cabinet



No. 13645 (Steel)

No. 3645 (Wood)

DESIGNED for use in connection with Linotype or other Slug-Casting Machines. Provides convenient working facilities for the machinist with ample storage capacity for his tools and the multitude of small parts and repairs constantly required. Hardwood working surface (79 x 28 x 1 $\frac{3}{4}$ inches thick) with wood tool board and tool shelf at rear.

Contents of Base: One drawer with grooved sides and center rail for liners; one drawer with hinged front and zinc-lined bottom and compartment in rear for graphite, in which to clean Space-Bands; three drawers, each containing 49 steel boxes for storing small parts, screws, washers, etc.; one drawer with adjustable partitions for storing miscellaneous parts, and one drawer with grooved partitions for holding 93 Ejector Blades.

The **Center Section** has a large drawer with two compartments (each 12 x 21 $\frac{5}{8}$ x 6 inches) also a cupboard with two adjustable shelves (each 25 inches wide inside) and doors.

The **Right Section** has a deep drawer at top, with hooks for holding Space-Bands; four inclined drawers with grooves for holding Matrices; a large drawer at bottom, in which, in front, there is a drilled block for holding drills of various sizes, and, in the rear, a space (17 $\frac{5}{8}$ x 14 x 6 $\frac{1}{8}$ inches inside) for miscellaneous storage purposes.

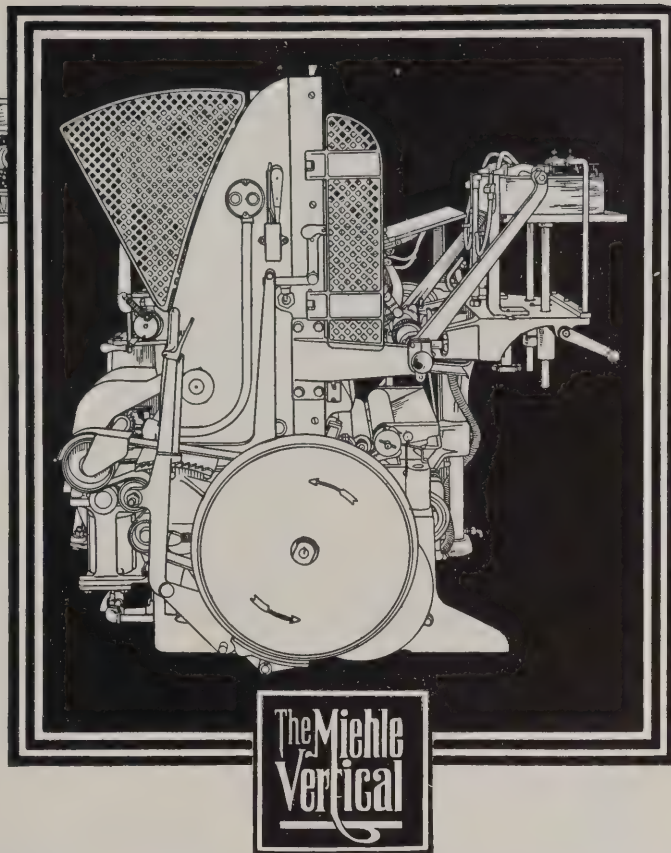
Height to working top, 34 inches; height overall, 55 inches. Floor space, 79 x 29 inches.

THE HAMILTON MANUFACTURING COMPANY

Eastern House: RAHWAY, N. J.

TWO RIVERS, WISCONSIN

HAMILTON GOODS ARE FOR SALE BY PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE



FORWARD OR BACKWARD

IT IS impossible to stand still and live. We must go either forward or backward. Actually, what we call "holding our own" is going backward.

The printer who installs Miehle Verticals is really going forward. He is keeping abreast of the times. No job press is comparable with the Miehle Vertical with respect to economy of production. Its range is great. Its adaptability is almost universal.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth & Robey Streets, Chicago

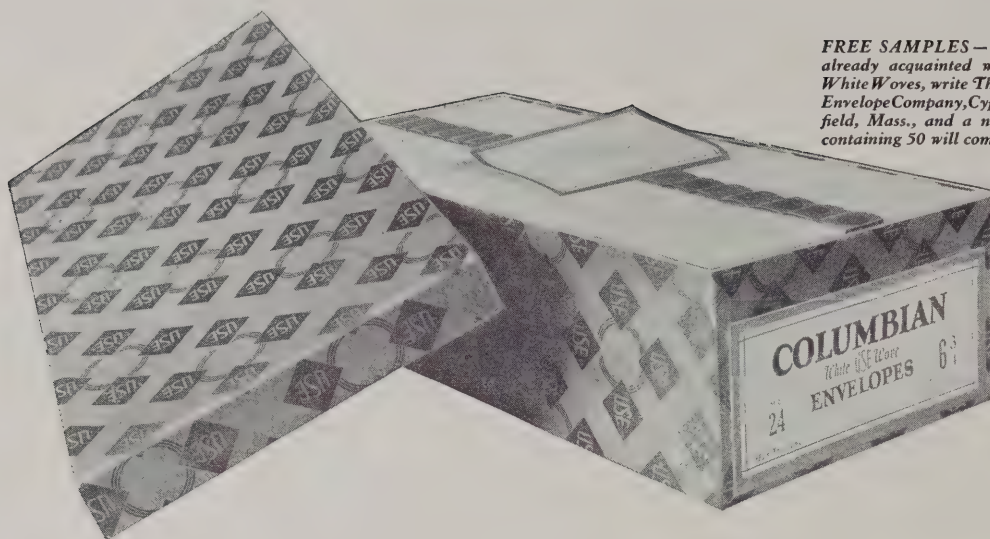
Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block
NEW YORK, N. Y., 2610 Woolworth Bldg.
PHILADELPHIA, PA., 1015 Chestnut Street

BOSTON, MASS., 176 Federal Street
DALLAS, TEX., 312 Central Bank Bldg.
SAN FRANCISCO, CAL., 693 Mission Street

ATLANTA, GA., Dodson Printers Supply Company

Distributors for Canada: Toronto Type Foundry Co., Ltd., Toronto, Canada



FREE SAMPLES—If you are not already acquainted with Columbian White Woves, write The United States Envelope Company, Cypress St., Springfield, Mass., and a neat sample box containing 50 will come to your desk.

To have and to hold— your customers

NO matter what your customer pays for envelopes, he expects them to make good.

To sell him an envelope that may not “deliver the goods” is to risk losing his confidence.

When you sell Columbian White Wove Envelopes, you *know* he will be satisfied. He will like their clear, white color and amply strong paper with its good writing surface. His stenographer will find them “great” for typing. If he wants them printed, you’ll have no trouble in striking a clear impression, even with halftones.

He will like the Columbian White Wove Box, with its dust- and soil-proof design. The box will keep its contents

as slick and smart as when they were banded at the factory.

He will be interested in the guarantee slip that goes into every box of Columbian White Woves. When he re-orders a month or three months hence, he’ll get exactly the same standardized quality he gets now.

Columbian White Woves are the best prescription we know to cure the “shopping around” habit. Sell a man envelopes that make good, that are reasonably priced and that he can easily re-order **BY NAME**—and he doesn’t need to shop around.

You can get Columbian White Woves quickly in all commercial sizes from 5 to 14 and Monarch, from your regular paper merchant.

USE

The maker's initials
USE
are watermarked right
in the stock

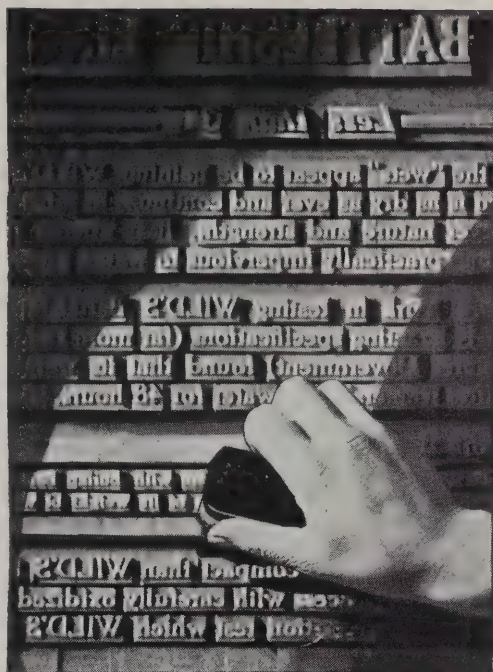
UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

Springfield, Mass.

Location	Division
Worcester, Mass.	Logan, Swift & Brigham Envelope Co.
Rockville, Conn.	White, Corbin & Co.
Hartford, Conn.	Plimpton Manufacturing Co.
Springfield, Mass.	Morgan Envelope Co.
Waukegan, Ill.	National Envelope Co.

Location	Division
Springfield, Mass.	P. P. Kellogg & Co.
Worcester, Mass.	Whitcomb Envelope Co.
Worcester, Mass.	W. H. Hill Envelope Co.
Indianapolis, Ind.	Central States Env. Co.
San Francisco, Cal.	Pacific Coast Env. Co.
Philadelphia, Pa.	The Monarch Envelope Co.



OFF!

.... *like a flash*

Here is an exact reproduction of a type form which was not properly washed when lifted from the press. The ink hardened, dirt accumulated. A year passed.

A few drops of PHENOID Instantaneous Type Cleaner were applied to clean part of the form; no special effort being made to have it show to advantage. Here is the photographic result. Make the same test yourself—on your hardest job—at our risk—then you'll know what "instantaneous" really means.

MAKE THIS SAME TEST YOURSELF *at our risk*

Hunt out your oldest, dirtiest form. Apply PHENOID *Instantaneous*—and see what happens.

To make it easy for you to do so—we'll supply a quart can for you to try at our risk. Pay if you like it.

Just watch how a few drops will make the type clean and clear—no matter how dirty, old or hardened the ink may be.

While you're at it—see how fast it cleans the surfaces and interstices of electros, plates, half-tones, linotype, monotype, etc.

Notice also that it requires no rubbing... that it wipes off and dries at once. No oily benzine effects. No scratching because no rubbing. Never affects type or cuts no matter how long or often it's used.

Notice how quickly and easily it cleans the fountains before changing colors.

Just out of curiosity put a drop of PHENOID *Instantaneous* on a piece of white paper. See how it evaporates—and the absence of stain.

Just use the coupon below. Clip it now before it slips your mind.

PHENOID
TRADE MARK
INSTANTANEOUS
TYPE CLEANER

CHALMERS CHEMICAL COMPANY

Specialists in solvents and detergents for over 20 years

123 Chestnut Street

Newark, New Jersey

CHALMERS CHEMICAL COMPANY
123 Chestnut Street, Newark, N.J.
Send along that trial quart can of PHENOID *Instantaneous*. You can bet your bottom dollar if it's all it's cracked up to be, I'll pay for it—and be after more.

Firm Name.....

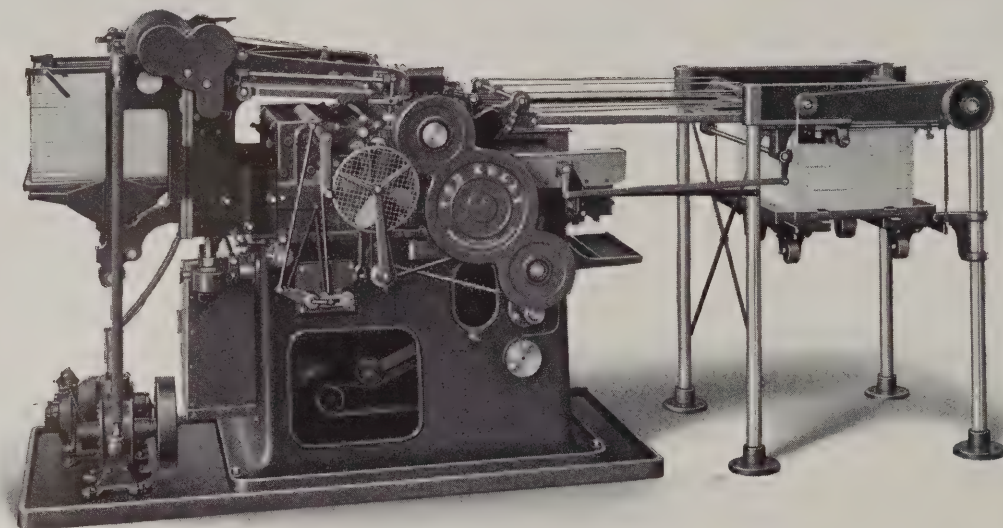
Individual's name.....

Street.....

City.....

SEND FOR TRIAL QUART

And Not Only is the Kelly Automatic, *But*



The Style B Kelly Special Automatic Press with Extension Delivery and Fan

It is easy to make ready and the rigidity of the impression is maintained because of substantial construction and absence of spring.

Its production has a greater selling value because of superior quality and larger size.

It has a sturdy cylinder and bed, making a visible impression on the sheet.

It delivers a printed sheet in a jogger, or if desired, in an extension delivery for easy handling of large piles.

It inks through the pyramid system any form that is within its capacity.

It is danger proof and safe because of protective automatic features.

It feeds perfectly and to exact register a large variety of papers.

It has conveniences that make work easy for the operator.

It handles a larger sheet regardless of quality or weight.

It produces better printing than any semi-automatic press.

These and many other features have made the KELLY the standard automatic printing press of the world. *Ask the owner or the operator*

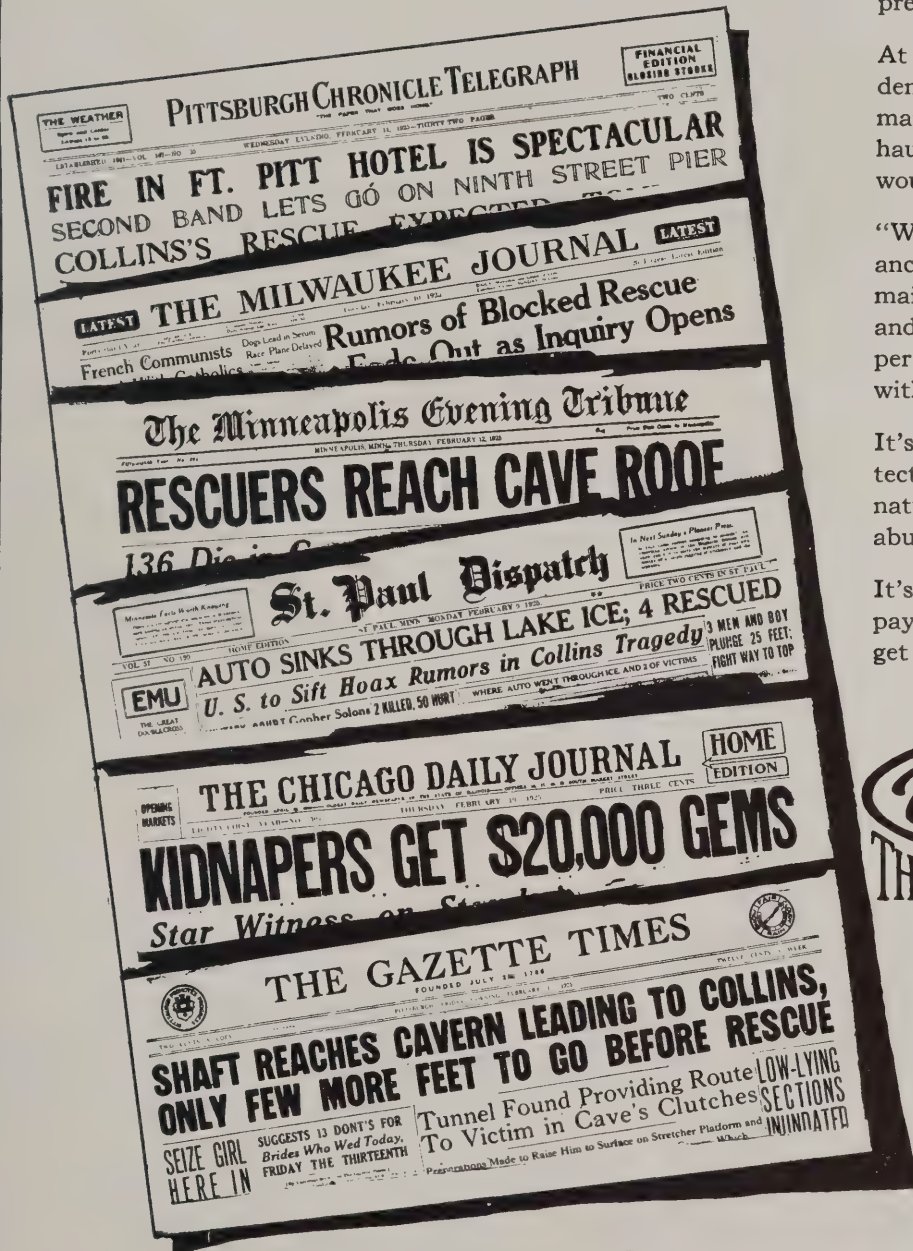
For Sale at all Selling Houses of

AMERICAN TYPE FOUNDERS COMPANY

Also by Barnhart Brothers & Spindler at Washington (D. C.), Omaha, Dallas, Seattle;
all houses of National Paper and Type Co., in Latin America; Toronto Type Foundry Co., Ltd., Canada East of Port Arthur;
Alex. Cowan & Sons, Ltd., all houses in Australia; Canadian-American Machinery Co., London, England

PROMINENT PUBLISHERS WHO USE WILKE'S TYPE METAL INSURANCE

You Can Save, Too



METAL Troubles are stopped by proper preventive measures.

At periodic intervals a prudent newspaper owner or manager has his metal "overhauled" by an expert as he would his automobile.

"Wilke's" Type Metal Insurance provides the agency for maintaining your Linotype and Stereotype Metal at 100 per cent efficiency at all times without extra cost to you.

It's the only safe plan of protecting your metal against natural deterioration and abuse.

It's Insurance on which we pay the premiums and you get the dividends.

Wilke's
METALS
THE HIGHEST STANDARD

Use
WILKE'S
Type Metal Insurance
and Save Money

[[WRITE FOR COMPLETE INFORMATION]]

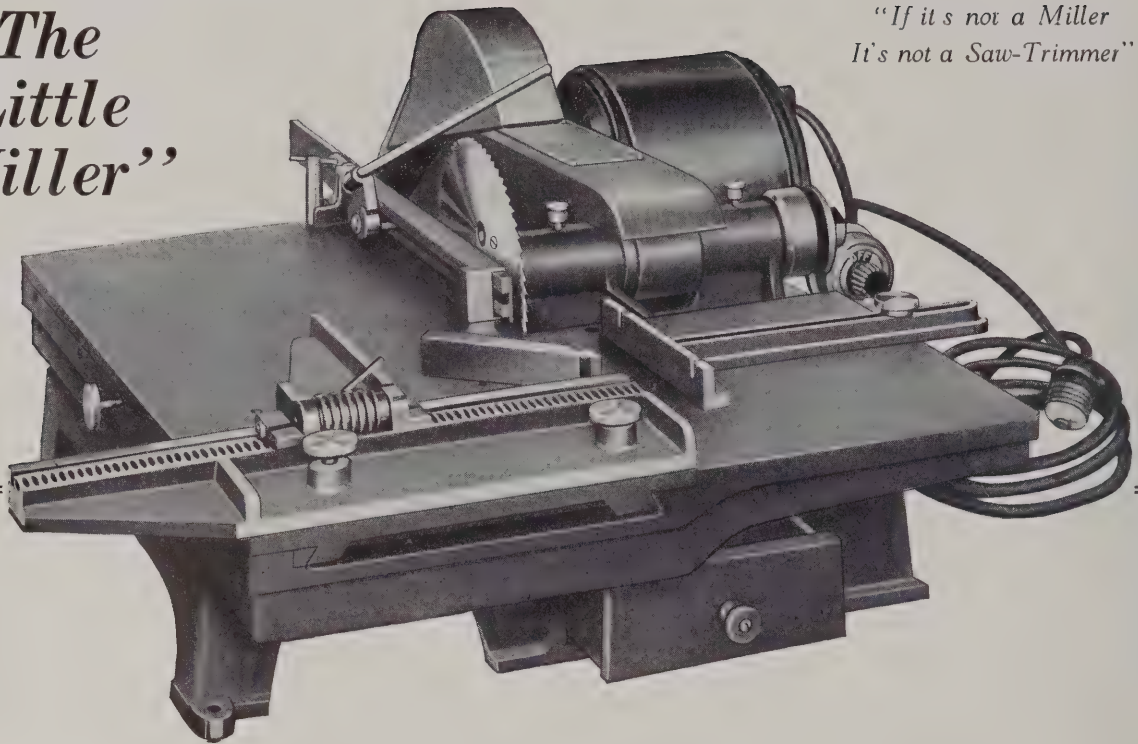
METALS REFINING COMPANY

HAMMOND, INDIANA, U. S. A.

Warehouses in All Principal Cities

**“The
Little
Miller”**

*“If it's not a Miller
It's not a Saw-Trimmer”*



Miller Printer's Bench Saw-Trimmer

ALL of the various operations of sawing, trimming, mitering to any angle, grinding and drilling are performed with the same degree of speed and accuracy on the “Little Miller” as on its popular big brother, the Miller “Universal”. In addition to filling every requirement of the small shop, the “Little Miller” supplies the demand of the larger office for an auxiliary to the larger machine, where it is profitably utilized on overflow work during rush periods.

The “Little Miller” is:— self-contained, complete with motor, ready to attach to any electric light socket. An added convenience is the neat, well-constructed cabinet stand (illustrated lower right) which provides liberal table and storage space — fits almost anywhere and is easily moved, forming a most convenient portable Saw-Trimmer outfit.

No matter how large or small your business may be you need a “Little Miller”. Write for your copy of the New Miller Saw-Trimmer Catalogue, which pictures and describes the complete line of Miller Saw-Trimmers and Accessories.

Miller Saw-Trimmer Company
PITTSBURGH, U. S. A.

Atlanta - Boston - Chicago
Dallas - Detroit - Los Angeles - Minneapolis
New York - Philadelphia - St. Louis - San Francisco
Miller & Richard, Toronto-Winnipeg Lanston Monotype Corp., London



Miller
Printer's
Bench
Saw-Trimmer
Cabinet

NATIONAL PRINTER-JOURNALIST

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Advertising Rates on
Application

Volume 43

Milwaukee, Wis., March, 1925

No. 3

In a Glass House, With All-Glass Pockets

*It Is the Business Office and
Policy Which Makes or Breaks
the Publisher:Printer*

By J. W. PIERCE

Clinton (Ind.) Clintonian

THE business policies of the newspaper of today (94% have commercial printing departments) must be fully up to the standard of the policies which guide the activities of the most efficient banks, of the highest type of retail, wholesale and manufacturing establishments in this Country.

The late J. P. Morgan is credited with once saying to his pastor, "The time is coming when all financial transactions will be handled in glass pockets."

Being in a business that calls for leadership, that must point the way by *practice* as well as precept, a publisher or manager has no choice but to adopt the soundest and most ethical business principles. *In addition to the incentives that help inspire others to do this, the publisher has the added incentive of not only having glass pockets but of living in a glass house all the time.* The fierce light of publicity beats upon a newspaper office, where publicity itself centers and from which publicity itself emanates for the world.

A newspaper that does not stand for truth, which does not fairly and

honestly reflect all sides in regard to questions of importance to the community, state, or nation, is a failure.

A newspaper cannot place its news and editorial policies on high ground and keep them there, while the business office lags behind and flirts with old, discarded practices and indulges in questionable dealings.

**CIRCULATION,
ADVERTISING AND : : :
CONFIDENCE!**

I WROTE to five representative newspapers in considering this subject, published in some of the largest cities, and received some replies worthy of presenting at this time.

Hilton U. Brown, of the Indianapolis, (Ind.) *News*, wrote the following, offered as a brief and rather hastily written summary of what he holds to be essentials of newspaper business practice:

"There must be public confidence in the policies and good faith of the busi-



J. W. PIERCE, *Publisher*

ness office, or up-stairs ideals will be shattered. An editor may prate of honesty and high-minded conduct, but if the business management is printing lies in advertising matter, or dealing unfairly with the same people who are reading the editorials, the latter will not go very far.

"The problem of circulation, new and intricate mechanical devices, and proper promotional development call for men of affairs, education and judgment. A high order of intelligence must prevail throughout the office to a greater degree than in the past. Inefficiency, narrowness and ignorance downstairs do not make a good foundation up-stairs.

"Confidence begets circulation, and circulation begets advertising volume. Confidence is established both by the conduct

of the editorial department and the business management. When the reader believes in the good faith of the editor, and that the advertisements are true, the circulation department can appeal to him with a reasonable prospect of success. *If the business management fails in its part, look for trouble above.* The editor has troubles of his own and ought not to be harassed by inefficiency or incompetence or double-dealing in the business office.

"One price to all, and a fair price, an upright and courageous attitude toward all including opponents, are called for."

Often, of course, the business and editorial management are concentrated in one office—in one head. The editor, publisher, and business manager of many smaller newspapers is all one person, and he the owner (and head of the job department, as well.) Then there are the partnerships and the many varied combinations which range from the one-man headship to the more complicated organizations. But in the essentials of business policy, there should be no difference between the largest and the smallest.

The most difficult problem is often to work out business practices which make the ideals possible of achievement.

Actual Facts, and the Publisher's Conscience

A MANAGER cannot charge the right price for his advertising space if he is not informed as to the proper value of what he has to sell. He must know, intimately, why a given thousand circulation in the small newspaper of four to eight pages not only must sell at a higher price per milline—or per inch per thousand—than must the same space in the larger newspaper. He must have a clear appreciation of why it is worth more to those who use the space. If he does not, he will have a feeling of compromising with his conscience.

He will perhaps compromise in what he charges and fall short of what he should receive, to be fair to himself, while giving a full value to the advertiser. And yet, despite he is the one cheated, he may have a feeling that he is compromising with his conscience. If he charges what he should get, he may have a feeling he has something to cover up, in case an advertiser seeks to draw a comparison between his milline rate and that of the larger newspapers.

Many a publisher of a newspaper, who may be also the head of the business office, could have more for his space and have more self respect, at the same time, if he knew fully all the facts involved in his business and field.

An advertisement occupying a space of given size in a newspaper of limited pages, and of intense home reader interest throughout, and circulating large-

ly in a radius of from 1 to 20 miles from the business establishments where the advertised goods are sold, is worth more per inch per thousand than is a similar advertisement placed in a much larger newspaper, circulating over a radius ten times as great.

Both the buyer and the seller of the space should have a clear understanding of the facts.

Nothing tends more to undermine faith in proper business ideals for a newspaper publisher or manager than

NEWSPAPER publishers, though they may not fail outright, can hardly be accounted successful if they do not get enough for their product to help them constantly to better their product, and to add to the equipment and plant, and the organization which creates it . . . so they can live on a par with other business people.

—J. W. Pierce

the feeling he has something to hide. There should be no such compromises, on the part of the smallest newspaper any more than in the office of the greatest of the metropolitan newspapers.

Failure to Know the Facts Is the "Sum" of All Failures

BUSY publishers of the smaller newspapers, burdened as they often are with a mess of details, not only of their own business but of the community's business, are more liable to fail for a lack of analysis of their own affairs than for any other reason, according to actual experiences.

They may not fail outright but they can hardly be accounted successful if they do not get enough for their product to help them constantly to better their product and add to the equipment and plant, and organization which

creates it. And, above that, so they can live on par with other business people.

The progressive manager of any newspaper, large or small, is working constantly to better his product, to render a greater service and increase his business, and the publisher who successfully fights the battle upon a clear understanding of the basic facts of his own business is not going to have much trouble living up to a high standard.

The natural impulse or Desire to Do is general among newspaper men as a class. The failure, if there is such, may be said in most cases to be rather of the head than of the heart.

Just What a Progressive Publisher Always Does

THE publisher who is able to live up to proper standards will give attention to improving his methods of accounting, have proper inventories by people who know how, keep abreast of demands for better newspapers, and keep step with the progressive world. In fact, just a little ahead of the procession. But he can not do this unless he be a student of his business and manifests the ability of an executive.

The reason for newspaper men's organizations and conventions relates primarily to this question. A study of some of the better trade publications, devoted to the newspaper man's problems, is a constant help to one with a receptive mind.

The newspaper man must do his full share in such civic undertakings as are represented by chambers of commerce at home, and other civic bodies. He must keep informed on affairs of his state and nation. It is thus he lays the foundation for living up to a proper standard of business principles. That such a publisher or manager can hardly fail to show a keen interest in the welfare of all employees connected in any way with the production of his newspaper, is not to be doubted. Such a newspaper man cannot be free from some of the frailties that attach to all human nature, but he will be regarded as a first class business man. He will be regarded as one who is a straight shooter. He asks nothing more than a square deal and gives nothing less. He will have his own self respect.

AUGUST F. SEESTED, general manager, of the Kansas City *Star* wrote that he regretted his inability to give this subject the time it deserved, but he did well when he submitted the following, in his reply:

RULE No. 1: *Do unto others as you would have them do unto you.*

A GOOD newspaper will not accept advertising of a faky, fraudulent or even questionable nature.

IT WILL NOT advocate for pay in its advertising columns measures which it does not support in its editorial columns.

IT WILL NOT give space to suggestive or sensational advertisements. No advertisement will be found in its columns which can not be read in the family circle, aloud.

IT WILL NOT permit advertisers to influence its news columns.

IT WILL NOT give free reading notices.

IT WILL have a fair advertising rate and it will maintain that rate.

IT WILL NOT make trade deals. Its advertising space is for sale to acceptable copy for cash, and cash only.

IT WILL NOT offend the eye in typographical appearance nor decency in its contents.

It is my belief that newspaper business methods are improving constantly. Things tolerated twenty years ago are impossible today.

◆ ◆ ◆

Every student of modern newspaper business practices surely must agree with Mr. Seested. His last observation is worthy of special emphasis.

*Advertising Your Newspaper in Your Own Newspaper
To Promote Your Circulation, Advertising, Job Work*

II.—Circulation Building

Compiled for National Printer-Journalist

By CHESTER H. DU CLOE

From the Experiences of 200 Publishers

When Publishing Circulation Figures Is Publishing the Community's O. K.

*Display of Growth of Paper (Not Size, Necessarily)
Proves Resultful Application of "Testimonial" Idea*

(CONTINUED FROM FEBRUARY "NPJ")

ONE of the most effective means of building up circulation is publishing statistics detailing the actual growth of the paper. Growth begets growth. Advertising men discovered years ago that testimonies for various articles, whether solicited or unsolicited, invariably pushed sales. The same principle applies in the publishing of circulation figures. A circulation figure is the community's certificate of confidence in the paper. This figure does not need to be getting larger all the time. The mere statement that so many thousand people are subscribers to the paper establishes a favorable regard for it in the prospect's mind.

There is a score or more of newspapers which publish their circulation figure every issue in a box in one of the upper ears of the front page. Many of them supplement this form of promotion by giving the figure in every letter mailed out, providing a special place in the letterhead for its insertion. Other newspapers publish full page advertisements giving comparative statistics on circulation and distribution, together with an appeal for more subscribers. Frequently such advertisements serve the double purpose of promoting both circulation and advertising. Among the most successful users of this type of circulation promotion are the Creston

(Ia.) *Daily Advertiser*, the Kendallville (Ind.) *News-Sun*, and the Milwaukee (Wis.) *Journal*.

TIMELY APPEALS

When the work of increasing the circulation is connected with the announcement of a special service of some kind—a new serial, another comic strip, the addition of another wire service, etc.—the promotion may be said to have a timely appeal. This kind of work usually produces results which merit the special effort, as the Camden (N. J.) *Daily Courier*, Des Moines (Ia.) *Capital*, the Marion (Ill.) *Republican-Leader* and the Albert Lea (Minn.) *Evening Tribune* will testify.

The Camden *Courier* has run the complete gamut of promotion work in advertising new features, with unusual

success. C. D. Baylass, circulation manager, is well known in the east for his good work in this connection.

Women's features, such as those written by Dorothy Dix and Helen Rowland, obtained many new subscribers when a reprint of them in pamphlet form were distributed by the Camden *Courier* in offices, factories and stores where women and girls were employed. Special sport features were advertised among men in a similar manner.

Serial stories were introduced to non-subscribers with a large box on the front page giving the highlights of the story. Non-subscribers received sample copies of the paper and their attention was directed to the new serial. A canvass among those who received sample copies obtained big results. Window cards announcing the new serial were placed in store windows for a week or ten days preceding the first installment, and the *Courier's* truck carried on each side a sign urging non-subscribers to get in on the new treat.

Comic strips were advertised by dressing up "sandwich men" like characters in the strip and having them walk the streets for a day or two. Barney Google and his horse, "Spark Plug" were advertised by fitting up and lead-

EDITORIAL

IS THERE anything more pitiable than to hear people remark regretfully about a newspaper: "There was a time, when . . ."

—J. L. M.

(PLEASE TURN THE PAGE)

You will be interested in the

KAASA MURDER TRIAL

which is called for Monday morning in District Court, now in session at Albert Lea. This murder trial which promises to be the most sensational in the annals of Freeborn County in many years, will be covered in detail by

The Evening Tribune

which will have a special representative at every session to give the readers a full and correct account of everything that transpires in the courtroom

FREE! FREE! FREE!

Knowing that you will want to keep in touch with the developments in the trial, the Albert Lea Publishing Company is placing your name on the mailing list and a copy of the Evening Tribune will be sent you FREE each day until the trial is completed and the jury has returned its verdict. The paper will not cost you one cent—you are under no obligations whatsoever—we simply want you to know that the Evening Tribune is doing everything possible to furnish its readers with the news—WHILE IT IS NEWS

The paper will go to press early enough to catch all the early trains thus giving you the complete events in the trial within a very short time after they have actually occurred

Read the Story Daily

See what the Judge, the Prosecuting Attorney, the Defense Lawyers and the Witnesses have to say about this tragedy which stirred all Freeborn county a short time ago. And remember that the Evening Tribune is FREE to you each day during this great trial.

ALBERT LEA PUBLISHING COMPANY
Publishers of**THE EVENING TRIBUNE**

Albert Lea, Minnesota

BEFORE THE BIG TRIAL

*Albert Lea (Minn.) Tribune
Started Real Sampling
Campaign in District*



ing around a decrepit old nag in a large ungainly blanket of the type made famous by that comic strip equine. Comic strips given to school children also got results.

For special pages such as real estate, automobile, and financial, the *Courier* found it worth while to have a first class phone solicitor call up the people who would be interested in the news pertaining directly or indirectly to their business. Classified solicitors were used to advertise new features by dropping a hint to the advertiser when they solicited ads. The Elliot News Service has been used profitably by this paper.

LOCALIZES SERIAL

THE Des Moines *Capital* introduced a new serial, "Captain Blood," with lively ads in the paper and equally lively form letters to non-subscribers. The manner in which this paper localized the appeal, besides making it timely, can be used effectively by other papers. Read these opening paragraphs in the form letter sent out to prospective subscribers:

"Do you know of any young man who has disappeared—vanished somewhere on the shores or in the waves of the Caribbean Sea—hunting for pirate treasure? We do. Not long ago an elderly man, right here is Des Moines, was talking about his son and admitted that he had not heard from him for two years. It was just another case of an adventurous soul who had gone on a treasure hunt to the West Indian haunts of the buccaneers of yore and had never come back.

"Part of the impulse which leads so many hundreds of imaginative men on this mad chase is greed of gold and the tempting vision of riches. But part is romance, the lure of the sea and of the

islands once infested with adventurers and pirates. To many the fascination is irresistible. And that is what makes a free-moving, bright-colored exciting story like Rafael Sabatini's "Captain Blood" so immensely popular.

The *Daily Capital* is giving "Captain Blood" to its readers in regular installments beginning Monday, September 22. * * *

An advance reprint of the first few chapters of the story was enclosed with the letter, together with a card when filled out and returned by the recipient, directed another subscription to be entered in the *Capital's* list.

A striking full page advertisement with a large headline, "The Bell Ringers of Humor," and containing besides selling talk some sketches of the leading characters in the comic strips used by the paper pulled splendid results for the Fargo (N. D.) *Forum-Tribune*. This paper devoted a full page advertisement describing the organization of its "newsies"—how they were picked for honesty and conscientiousness, how they were fined if they missed a delivery, etc.

Posters, moving picture slides, special theater programs and display advertisements in its own columns keep subscribers and non-subscribers to the Marion (Ill.) *Republican-Leader* continually informed of what the paper is doing to

WE THANK YOU

for allowing us the privilege of sending you The Evening Tribune during the Kaasa murder trial which has just been completed. We have tried to furnish you with a full and accurate account of this important case in which we believed you would be interested. If you have appreciated our humble efforts, we are truly grateful. It has been a great pleasure to us to serve you.

The Trial Has Been Completed

You have read in The Evening Tribune, daily accounts of this sensational trial which has held the attention of all Freeborn County for the past 10 days. You have read the words of the judge, the attorneys, the witnesses as the verdict of the jury. All this has cost you absolutely nothing. As stated in our previous letter, there is no charge for the papers that we sent you during the trial. They are absolutely free.

WE DO HOPE

however, that you have become so interested in the columns of The Evening Tribune that you will want it to continue coming to your home, so we are giving you the opportunity to SUBSCRIBE NOW so that you will not miss a single issue. Unless notified otherwise, your name will be taken from our mailing list, Monday, October 15. Please send in your order now so that the biggest and best daily paper in Southern Minnesota may continue to come to you without interruption.

A Few of the High Spots

Let us briefly review a few of the many features which are making The Evening Tribune the classiest daily in Southern Minnesota.

Associated Press Reports

We are a member of the Associated Press, which is the greatest news gathering organization in the world. It furnishes all the news of the world while it is news.

Local News Stories

Our staff of reporters are doing their very best to give you an accurate account of the big happenings, and news of interest in this community.

County News

We have 40 correspondents in all parts of the county who send us news items regularly, thus giving you all the news of your own neighborhood.

Sport News

We try each day, a page of the prominent happenings in sports, and during the world's series baseball season, we have a special page in The Evening Tribune.

Market Reports

Correct daily livestock and grain market reports appear in every issue.

Advertisements

Our advertising columns are filled with the offers of our progressive merchants. You can save money on the price of the paper by taking advantage of these splendid offers. (The classified ad department contains many interesting items.)

THE SUBSCRIPTION PRICE IS REASONABLE

A good weekly paper (one issue each week) costs you \$2.00 per year. You can get our daily paper (two issues each week) for only \$3.00 per year. It is much cheaper to take the daily and get the news while it is fresh. If you have requested The Evening Tribune and want it to continue coming to you, please fill in the attached coupon and mail to us AT ONCE, so that you will not miss a single issue. If you can not spare five dollars (\$5.00) for a full year's subscription, send two dollars and fifty cents (\$2.50) for a six month's subscription. We promise you that we will do our very best to furnish you with a paper that will please you.

We Thank YouALBERT LEA PUBLISHING COMPANY
Publishers of**THE EVENING TRIBUNE**
ALBERT LEA, MINNESOTA

The Greatest Daily Paper in Southern Minnesota—New Read Daily in More Than 4,000 Homes

Subscription Coupon

The Evening Tribune,
Albert Lea, Minn.
Yes _____
Enclosed find check, money order
for \$ _____ for which you may
send me The Evening Tribune for
_____ months
Name _____
Address _____
Subscription Price:
1 year _____ \$1.00
6 months _____ \$2.50

THANKS TO THE SAMPLERS

*Unusual Stunt in Gopher
State Is Not Left Un-
finished by the
Circulators*



make itself more interesting and valuable. Boosting serials in this manner usually produces results, according to W. O. Paisley, editor and manager. A large displayed ad in that paper detailed the various "beats" which the *Republican-Leader* had scored during the month of September, through its own efforts and through the International News Service. When a new feature or comic is added to the paper, editor Paisley gets up some enticing ads which speak of the characters in the feature as real people. Humor is combined with selling talk, and judging from the frequency with which the *Republican-Leader* does this sort of thing, it must be worth while.

CIRCULATION MAN HAS NOSE FOR NEWS

THE circulation manager of the Albert Lea (Minn.) *Tribune* has a nose for news, as well as a nose for circulation. During a district court murder trial in session in Albert Lea, the *Tribune* was sent free to a number of non-subscribers. In an introductory circular sent out to the prospects favored with the free subscription, details were given concerning the special effort the *Tribune* was making to cover the trial thoroughly. This special effort was described as being only one of the methods used by the paper to give its readers the best service obtainable. When the trial was over another circular was sent out thanking the persons who received

(TURN TO PAGE 16)

**Acquaint Your Friends
With Clean Journalism**

HAVE you friends to whom you would like The Christian Science Monitor sent for a week, in order that they may become acquainted with this clean, constructive daily newspaper? If so, send us their names and addresses, accompanied by twenty cents for each such one-week subscription. Those whose names you send will be notified of your courtesy. You may use the coupon below, or write us.

To comply with postal regulations, orders for gift subscription should include the name of the donor. If name of donor is omitted, subscriptions cannot be entered.

Your Own Name.....
Street Address.....
City and State.....
Amount Enclosed \$..... OW20

Please send the Monitor for One Week to

Name.....
Street Address.....
City and State.....

Name.....
Street Address.....
City and State.....

Name.....
Street Address.....
City and State.....

Name.....
Street Address.....
City and State.....

Name.....
Street Address.....
City and State.....

CASH WITH ORDER

*Boston (Mass.) C. S. Monitor
Gives Its Followers
a Plan to Prove Up
Interest*

NEXT Month : : Increasing the Use of Advertising Space No. 4 : : Selling More Space by Using Circulation Facts

DECATUR DAILY DEMOCRAT, FRIDAY, JANUARY 2, 1925

It's Our Birthday Again and With it Comes the Opening of the **22nd ANNUAL RENEWAL CAMPAIGN**

OF THE **DECATUR DAILY DEMOCRAT** YOUR HOME NEWSPAPER

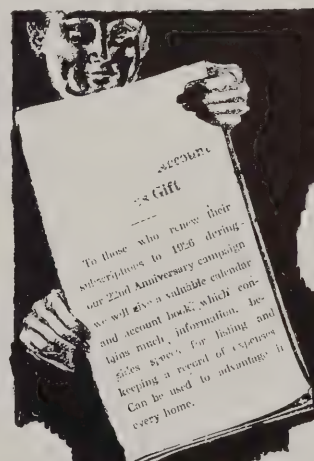
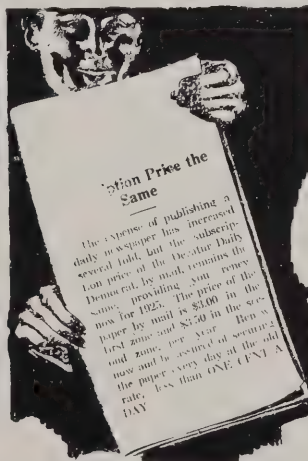
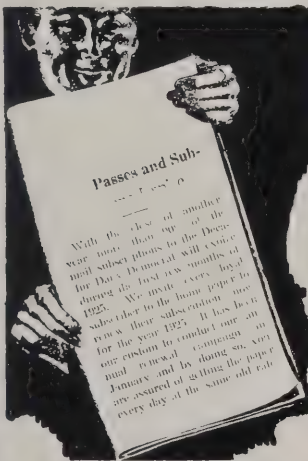
The Decatur Daily Democrat has lived another year and now enters upon its one score and two years as a daily newspaper, a community institution, a part of the business and civic enterprise of Decatur and Adams county.

We have enjoyed our existence and have tried to be of service to the community and at the same time function as a progressive commercial institution. We have stood for progress and have tried to progress with the community.

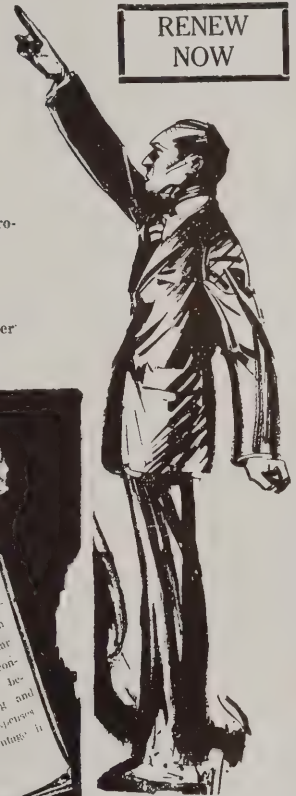
OUR NEW YEAR'S RESOLUTION

First, we are going to continue our efforts in publishing a first class daily newspaper.

Second, we are going to try to make the Home Paper better every day, a welcome visitor into every home it has the privilege of entering.



**RENEW
NOW**



READ IT IN THE DEMOCRAT

Local news items—General news items—Local and foreign markets—School activities—Grain and creamery markets—Church activities—County and township affairs—Happenings of the day—Agriculture news by the county agent—Items of interest to the farmer—Community and social events—Court and legal matters—State, county, city, school and township governments—Activities of congress and the legislature—United Press dispatches, gathered from over state and nation—Matters of interest to the taxpayer, roads and valuations—Public sale ads and ads of local merchants—Real estate transfers and business changes.

In addition to the news summary of the day you'll find many features in the Democrat, including a Cross Word Puzzle every day, the "Good Will Guide" poem, Radio program and other features which we will keep adding throughout the year. Now honestly isn't the paper worth one cent a day?

You want the Paper and We want You to Renew.

Continue to be a Member of Our Large Family

"MAY YOU PROSPER, MAY YOU THRIVE, ALL THROUGH NINETEEN TWENTY FIVE"

DECATUR DAILY DEMOCRAT

Renew Now -- No Increase In Rate

YOUR HOME NEWSPAPER

Renew Now -- No Increase In Rate

HERE'S AN EXPERIENCE-IDEA FOR RENEWALS

*Decatur (Ind.) Democrat Followed Up This Plan
With a Series of Equally Successful Displays*

Do You Help Your Advertisers to Make the Ads Pull and At by the Same Stroke Advertise Your Ability to Serve?

Monday Evening, December 22, 1924.

MOUNT VERNON DAILY HERALD

Page Seven

IN SKAGIT COUNTY MOST EVERYBODY READS THE DAILY HERALD

EACH week-day evening finds a welcome visitor at the door of practically every home in Mount Vernon—this necessary article which through its merit alone, has become such. The Mount Vernon Daily Herald has become—through persistent effort on the part of its producers to make it the finest possible—an important factor in Mount Vernon's Daily Life and Progress.

And not alone in Mount Vernon—but in all Skagit county—her "ONLY DAILY" is taking its place, asserting and deserving its recognized leadership.

10,000 readers daily

Taking the latest sworn circulation statement of The Daily Herald, recently published, which shows a net paid circulation going daily into more than twenty-three hundred homes in Mount Vernon's trading radius, and with an average of five individuals reading every one of these copies, a total of more than 10,000 persons read the Daily Herald EVERY DAY.

Here is very nearly "COMPLETE COVERAGE," as spoken in the vernacular of newspaperdom. In other words, circulation to the "saturation point." But it is no wonder the Daily Herald is growing and expanding—it is REAL newspaper. If you are not now a reader—join this great army of Herald boosters. You need the Daily Herald.

This Is How The Daily Herald Covers Skagit County:

Rural Routes (Mount Vernon)	821
Mount Vernon City	602
LaConner	102
Burlington	107
Sedro-Woolley	105
Other nearby towns	227
County Scattering	429
Outside County	255
Total in County	2393
Outside county	255
Total Daily Circulation	2648

MERCHANTS who pay the Daily Herald to tell the story of their merchandise to this great army of buyers, well know theirs is advertising money well spent. Thus they may talk simultaneously to the great majority of Skagit's people.

READERS of the Daily Herald find it with all the news—latest. They save money, too by turning to Herald advertising as their buying guide.

The Mount Vernon Daily Herald

Skagit County's Only Daily Newspaper

USES THE TESTIMONIAL OF A COMMUNITY

Mt. Vernon (Wash.) Daily Herald Prints a Detailed Record of its Distribution in Every Part of Home County

the free copies for the privilege of sending them the papers. A review of the trial, a detailed report of the various services which the *Tribune* employed, and a suggestion that the person continue as a regular subscriber completed the circular.

"The results were quite gratifying," said F. A. Gordon of the *Tribune*. "We

enlarged our circulation considerably and made many friends in our territory. The stunt was quite inexpensive and paid for itself many times over, both in concrete results and good will for our paper."

The Muncie (Ind.) *Evening Press* also believes in tying up circulation efforts with the occasion or season in

the minds of the prospects at the time of the campaign. For instance, an ad for the circulation department was inserted in an issue during the latter part of October calling attention to the approach of Hallowe'en, the beginning of the social season. Besides telling of the fine society column which the paper conducts, the ad described the advantages of the *Press* in other ways. Like a good many other papers, the *Press* published a large displayed ad when it started using cross-word puzzles.

A number of publishers have obtained new readers by publishing an ad offering to send the paper to a friend of a subscriber for a week or longer period. The offers may be free of charge, or the order may be accompanied by an amount from the subscriber covering a subscription to the paper for the period designated. The accompanying reproduction of such an offer which appeared in the *Christian Science Monitor*, is a good example of this kind of special circulation work. In offers of this kind it must be remembered that the donor's name should accompany the order before it may be acknowledged.

PREMIUM USERS

The offering of premiums for the procuring of subscriptions is a time-honored method of building circulation. Whether or not the publisher who reads this article is in favor of such methods of getting more subscribers, it must be admitted that it is one of the most successful. The premiums may range from bicycles to dinner sets, talking and walking dolls to pup tents, and books of old songs to a barrel of cider. If the value or desirability of the premium is proportionate to the number of subscribers needed to obtain it, the results will merit the campaign. Successful newspapers such as the Kenosha (Wis.) *Evening News* and the Elgin (Ill.) *Daily Courier* have been highly successful with circulation campaigns in which premiums were offered. The Duluth (Minn.) *News Tribune* took advantage of the great popular interest in radio by offering a \$27 radio set to persons obtaining four new subscribers.

SEES ADVANTAGE FOR MORNING PAPER IN "PRO"

B. W. REASONER, Terre Haute (Ind.) *Star*—"Prohibition has played directly into the hands of the circulator in the morning field. The head of the home no longer leaves the evening paper as a part of his wife's entertainment while he spends his leisure hours in the saloon, but instead takes the family out in his auto, and takes the morning paper which best suits his need. Prohibition, automobiles, moving pictures, vaudeville and out door sports have done their part in increasing morning circulation."

"A great deal of harm can be done to the newspaper if the professional is employed who *cares only for results.*"

Newspaper "Courts"

By WM. SOUTHERN, JR.

*Independence (Mo.)
Examiner*

From an Address to Inland Dailies

IT IS impossible to hand down a final word of newspaper publishing policy because there is no tribunal with authority to declare what a newspaper shall or shall not do, and because if it were possible to create such a tribunal, the value of the newspaper as we know it would immediately disappear. If such a court of last sort should be created by law we would find those who would kick over the censorship and boot-leg individual opinion.

A newspaper does not belong to those who own its stock and who are charged with the direction of its policies. It belongs to the thousands who read it every day and who make it possible of publication and who give it the value which attracts the advertiser and furnishes the money for the pay roll.

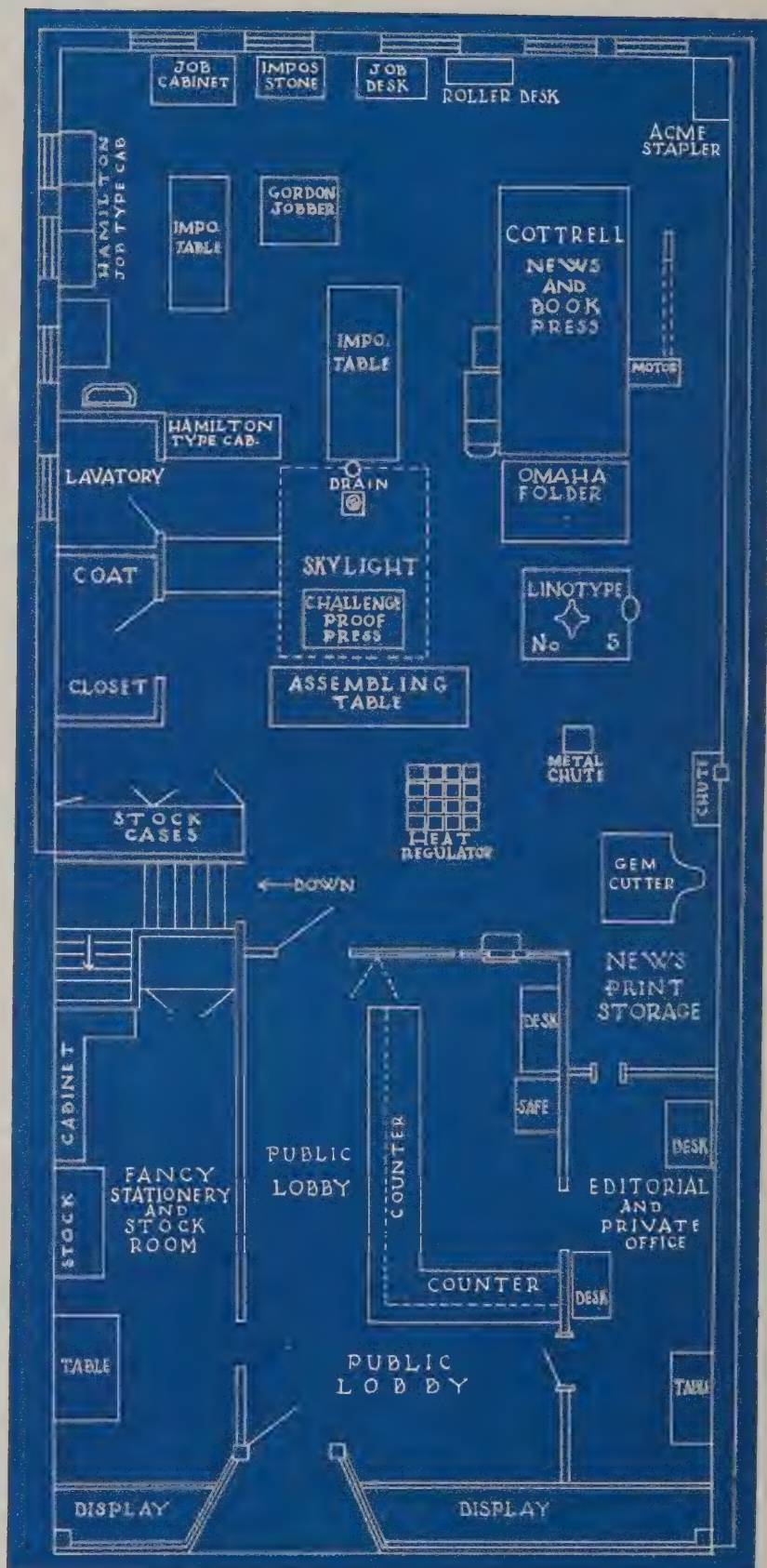
Public advertisements paid for out of the public treasuries are still used as a reward for political service. It is bribery just the same as if the money was paid in advance. Some day we will come to the distribution of public advertisements on a business basis for the purpose of informing the people.

I HAVE come to believe that when a man selects the newspaper business as his life profession he consecrates himself to the public. He shuts himself off from the ordinary privileges and ambitions of men.

I would hold up for your consideration the ideals of service, the sacredness of honesty, patriotism and support of the constitution and laws of our great country, the clean pages of truth in news, advertising and editorial and the personal responsibility of every editor to maintain these standards.

GOOD IDEAS GROW FAST WHEN PASSED ALONG

NEBRASKA Press Bulletin, OLE BUCK, Editor—"Some time ago the Hartington News ran a series of ads for dentists. They came to the notice of the Red Cross and that organization now has under consideration a similar series which dentists, persons interested in good health, and others may be induced to make use of in the papers. Always pass on your good ideas. They may be of wide-spread benefit to publishers and printers generally."



COKATO (MINN.) ENTERPRISE OFFICE

*Mrs. Donahue, Publisher, Followed Out All the Plans and
Ideals of Her Husband, Which He Had Worked Out
With Her Co-operation*

She Finished His Work, and Built on It

*Model Community Print
and Newspaper Plant a
Fine Memorial*

By JOHN L. MEYER

COKATO, Minn., 60 miles west of St. Paul and Minneapolis, population about 1,200, a farm and dairy community-heart, is proud of having a newspaper, and a newspaper home, which is, without qualification, entirely a monument to a beloved young country editor who gave his life for his Country in the World War.

Cokato people tell you about it almost as soon as you get off the Great Northern. There are great newspaper and printing buildings in great cities which are monuments to a founder, a great editor or publisher who has passed on. Many newspaper and printing plants, have memorials in one or another form, to men who made them. One finds them in small as well as large cities and towns.

One finds very unique memorials like this, too. But, I challenge anyone to show me a memorial to a newspaper man and printer which sets down for present or future generations a more affectionate and (may I say) practical commemoration, than the home of the Cokato (Minn.) *Enterprise*, a country weekly—and proud of it!

MAUDE A. DONAHUE, a newspaper writer of city and country experience, accompanied her husband, William A. Donahue, to Cokato, to run the *Enterprise*, some years before the war. Both were "regular newspaper



MRS. MAUDE A. DONAHUE

Publisher, Cokato (Minn.) Enterprise

In Carrying to Successful Completion Her Newspaper Building Project, Mrs. Donahue Was Building a Monument to Her Husband Who Gave His Life to His Country in the World War



† William A. Donahue †

people." It was in their blood. Cokato was the goal of an oft-found ambition to settle down in a small community, build and grow, become part of a community instead of being only "some one" in a large field.

Fairly started, spending almost every spare moment in preparing a new home for the rapidly growing business, Mr. Donahue enlisted in the Marine Corps when America entered into the world battle.

Mrs. Donahue said: "He believed that to be his duty, and I shared that belief whole-heartedly, though it meant the sacrifice of what was dearest to me, even the small comforts. We believed our Country came first."

The plant was turned over to others and Mrs. Donahue worked in the editorial departments of newspapers in San Francisco, Philadelphia and other cities; after her husband's transport sailed, she returned to Cokato and "took hold".

Mrs. Donahue borrowed \$1,200 to keep things running. The armistice was heralded. She saw her burdens and her loneliness at an end.

But, a telegram * * * he was just 28. They had been married 8 years.

Cokato people, far from the lanes of ocean or lake travel, always put it this way: "The little lady stuck to the ship."

"I determined to carry out our dream for a home for the *Enterprise* as a memorial to his memory in this town," said Mrs. Donahue, simply. Some time she may write a book of the story, she thought.

THE Cokato Enterprise building is 31x70, of brick, with finely decorated walls and special ceilings. Cokato people know every corner in it. Celebrities from over the State of Minnesota attended the dedication, held on Legion

(PLEASE TURN THE PAGE)

Day. You can imagine the nature of the addresses at that occasion.

Mrs. Donahue has visited her husband's grave at Romange, where 22,000 were buried in the heart of the Argonne.

The layout of the plant, equipment and so on, are best told in the "NPJ Blue

Print" herewith. The business is growing. Let's forego, for this story, any elaborate analysis of the methods and experiences of the publisher and staff. It may be said, however, that the "chief" is a close student of printing and publishing literature, and uses the

many ideas which she gathers from them. The equipment is modern and complete for the purposes. She did me the kindness to say: "I enjoy reading the PRINTER-JOURNALIST and consider it an outstanding monthly for all-around newspaper people and printers."

SOUTHERN CALIFORNIA EDITORIAL ASSOCIATION'S STANDARD RATE CARD

Secretary Timothy Brownhill Advises "NPJ" that This Form, Prepared with the Aid of Advertising Agencies, is Believed to Contain all Information Agencies Want, and Standard in Size. Differently colored cards are used for Foreign and for Local.

PUENTE
LOS ANGELES COUNTY
CALIFORNIA

La Puente Valley Journal

Published Every Friday
Rate Card No. 3
In Effect January 1, 1925

1 GENERAL ADVERTISING		
a Per single column inch each issue.....42c	d b and c on written contract only. Contracts must be completed one year from date of first insertion. Contracts not accepted carrying renewal clauses.	quired position, alongside reading matter, add 10 per cent gross rate.
3c per agate line		f Space discount none.
b 250 inches, 3500 agate lines, per inch 35c or 2 1-2c per agate line.	e Preferred positions: When made part of contract, top and next, or first following reading matter, 20 per cent extra. For re-	g Time discount none.
c 500 inches, 7000 agate lines, per inch 28c or 2c per agate line.		h Copy for advertisements must reach us by Wednesday noon preceding date of issue to insure insertion that week.
2 CLASSIFICATION		
a No display classification allowed.	Let, Lost, Found, Real Estate, etc., per line 10c, each subsequent insertion 7 1-2c per line.	e No advertisements of any kind taken for less than 25c each insertion. Classified advertisements set in 8 point caps or black face 2 cents per word.
b Advertising inserted under classifications cannot have "preferred position."	d Legal advs set in 8 point type 12 ems 10c per line first issue, 7 1-2c per line each additional issue.	f Cash must accompany all orders for classified advertising.
c Classified, undisplayed, Agents Wanted, Help Wanted, For Sale, For Rent, To		
3 READING NOTICES		
a Per line each issue 10c	8 point caps or blackface per line.....20c	b All headlines charged at the rate of 80c per inch.
Locals per line each issue.....10c	Readers on page one per line.....20c.	

Obituaries, Card of Thanks, Resolutions, etc., per word each issue, 2c, minimum 50c. Cash with order.

THE LA PUENTE VALLEY has a population of 5000 and is an extremely fertile, thickly settled, highly intensified, diversified, irrigated farming district, devoted in a large part to the growing of walnuts, oranges, lemons, avocados, beans, poultry, dairying, small fruits, garden truck and honey. Walnut growers of this valley received \$1,049,611 in cash for their 1924 crop and citrus growers will almost equal this.

PUENTE is a thriving city of nearly 2000 people in the center of La Puente Valley, traversed by the Southern Pacific, and Union Pacific railroads and also has half hourly, 24 passenger, bus service over one of the finest boulevards in the world, to and from Los Angeles, 20 miles west. Has two National and one Savings Banks and business houses of all kinds, and doubtless has greater resources surrounding it than any other city of like in the State. It has progressive merchants representing all lines of business and is the home of various manufacturing enterprises including the Big 4 Truck Co. The largest walnut packing house in the world is located here, packers of the famous Diamond brand. Two large citrus packing houses are also located here. Puente Bank clearings the past year totalled \$15,000,000.

Front of Card

4 COMMISSION		
a Agency Commission—To established advertising agencies only, 15 per cent.	b No cash discount.	c Bills payable 10th of month following insertion.
5 MECHANICAL REQUIREMENTS		
a Width of column 12 ems, 2 inches.	d Center spread space sold if desired.	f Cannot use mats; all cuts must be mounted or W. N. U. plates.
b Depth of column 20 inches.	e Full page type space 14 1-2 x 20 inches.	
c Seven columns to page.		
6 CIRCULATION		
a Not a member of A. B. C.	Date of Statement January 1, 1925	For Period Ending December 31, 1924
b Local newspaper.		Circulation
c Circulation local.		750
7 MISCELLANEOUS		
a Advertising subject to approval.	d No other publications.	f Journal, Puente, California, Timothy
b Established January 1, 1911.	e The rates shown on this card apply to both foreign and local advertising.	Brownhill Publisher.
c Subscription \$2.00 per year.		

Prepared in conformity with "Standard Rate Card of American Association of Advertising Agencies"

THE LA PUENTE VALLEY JOURNAL was established January 1st, 1911, Independent, Progressive, all home print, published every Friday from the Bidart Block, Puente, Los Angeles County, California. Subscription price, strictly in advance, \$2.00 per year; six months \$1.10; three months 60c; single copies 5c. The plant of the "Puente Victory" and the "Issue" was purchased by the Journal and the papers discontinued—hence the Journal is now the only paper published in the entire La Puente Valley; its circulation is growing steadily, mostly local, and covers the Valley like a blanket. No other paper is published in this territory.

THE LA PUENTE VALLEY JOURNAL is a member of the California State Press Association, Southern California Editorial Association, Los Angeles County Press Association and the National Editorial Association.

PUENTE HAS the following business houses: 1 department store, 4 dry goods, 7 groceries, 2 hardware, 2 butcher, 3 banks, 1 lumber, 1 feed and fuel, 2 furniture, 1 electric and plumbing, 2 bakeries, 7 cafes, 3 confectionery, 3 fruit stands, 1 drug, 1 jewelry, 1 dry cleaning and tailor, 1 millinery, 3 barber, 2 shoe repairing, 1 laundry, 3 blacksmith, 1 doctor, 1 dentist, 1 attorney, 2 citrus packing houses, 1 walnut packing house, 1 bean and grain house, 1 truck factory, 6 garages, 5 service stations, Standard Oil storage and distributing plant, 3 real estate dealers, 6 insurance agencies, 2 automobile agencies, 4 contractors and builders, 3 paint and decorator contractors, 1 concrete pipe works, 1 storage plant, 2 pool halls, 1 hotel, 3 rooming houses, 1 newspaper, 1 monthly magazine, 4 notaries, 1 auto electric and battery service station, 1 tire and vulcanizing shop, 3 nurseries, several large dairies, poultry, egg and baby chick establishments.

Reverse Side of Card

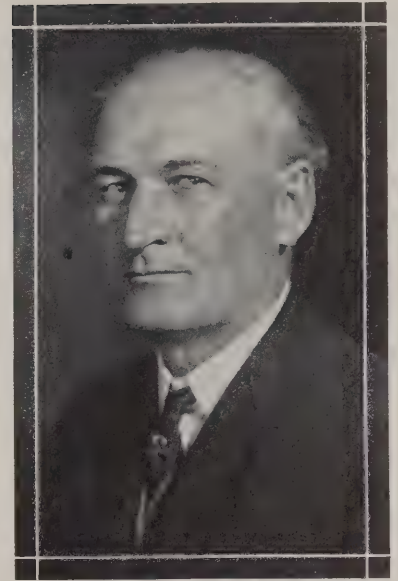
(EACH NEWSPAPER, OF COURSE, FILLS IN ITS OWN RATES AND LOCAL DESCRIPTIONS)

Calls for Action to Restore R. F. D. Addressing Rules

*Prominent Southern Printer:Publisher
Sees Danger in Present Delivery Freedom*

By F. G. STEPHENS

Oneonta (Ala.) Southern Democrat



F. G. STEPHENS

COMMUNITY newspapers, country merchants and the 45,000 rural mail carriers should, in my opinion, make a united demand for restoration of the old regulations that required the names of individuals on every piece of mail handled by the postmaster or rural carrier.

Something must be done. Every small town in which a newspaper is published, is facing a crisis.

The establishing of the rural delivery was one of the greatest blessings that has ever come from our national government. Newspaper men know these blessings, especially in closer relations between the man on the farm and the man in the village. It put newspapers into thousands of homes where they had not been before. Many saw this opportunity to advertise. The parcel post followed. Then, the "Box No." rule.

BUT this regulation was again changed about three years ago and *now neither the name of the individual nor the number of his box is necessary.*

Indeed, the postmaster is required when called upon to furnish any person, firm or corporation with the number of boxes on any and all routes from his office, and then may place in the mail upon the payment of the required postage, as many pieces of mail as there are boxes on the respective routes, simply addressed to "Box Holders on Route....," giving the number of the route.

This is flooding the mails with circulars, catalogues, and other matter not sought by the patrons. Not only the mail order houses are using this method, but the local merchants are resorting to it and discarding the newspaper advertising.

To ascertain to just what extent this plan was being used, we asked a carrier who served 170 families to count the pieces of mail of this character he handled in the next three days. He did so, and to our great astonishment, reported that *during the three days he delivered 552 pieces of mail addressed to "Box Holder R...."* Handling this class of mail and parcel post packages from mail order houses is evidently the carrier's greatest burden.

IN addition to this, many mail order houses have mailing lists which they have first obtained by using the above method. When a copy of these lists are furnished the postmaster, he is re-

quired to revise it upon the payment of one cent for each correction made. He is, however, not permitted to add any new names to the list.

The same regulation as to box-holders on rural routes applies to boxholders at the postoffice.

It practically destroys the home merchant and with it the local market for surplus farm products.

National Editorial Association 1925 Tour Outline, Through Old Virginia

*CARRY me back to Old Virginny,
There's where the cotton and the corn and 'tatoes grow,
There's where the birds warble sweet in the Springtime,
There's where this old darkey's heart am longed to go.*

SUNDAY, May 31—Assembling day at Richmond.

MONDAY, June 1—Richmond (convention).

TUESDAY, June 2—Afternoon: Tour by autos including historic Hanover Courthouse, Yellow Tavern battlefield, the homes of Henry Clay and Patrick Henry, ending with a lawn party on the campus at Randolph-Macon College, Ashland, Va., complimentary of the College and the Ashland Kiwanians.

WEDNESDAY, June 3—Richmond (convention).

WEDNESDAY, June 3—Afternoon: Auto tour including The Crater, and other places of interest in Petersburg; dinner.

THURSDAY, June 4—Train to Williamsburg; autos to Jamestown and Yorktown. Spend night at Newport News.

FRIDAY, June 5—Newport News, Old Point, Hampton, Buckroe Beach; steamer to Norfolk to spend the night.

SATURDAY, June 6—Norfolk.

SUNDAY, June 7—Norfolk and Virginia Beach.

MONDAY, June 8—Danville for breakfast; 30 minute stop at Alta-vista, arrive Lynchburg 1:45 P. M. spend night on sleeper.

TUESDAY, June 9—Bedford (breakfast) Elks National Home; arrive Roanoke 2:15 P. M.

WEDNESDAY, June 10—Breakfast at Roanoke; dinner at Natural Bridge; supper at Lexington.

THURSDAY, June 11—Charlottesville, arriving at 6 A. M. University of Virginia, Charlottesville and Monticello. Staunton for the night. (AUTO TOUR)

FRIDAY, June 12, Staunton, Augusta Military Academy, Harrisonburg (night at Harrisonburg.)

SATURDAY, June 13—Endless Caverns, New Market battlefield; arrive Winchester for night.

SUNDAY, June 14—Day of rest at Winchester; side trips.

MONDAY, June 15—Charles Town, Harper's Ferry, via Leesburg; arrive Washington, D. C., for the night.

TUESDAY, June 16—Special train to Fredericksburg and battlefields, return to Washington for the night.

WEDNESDAY, June 17—Mount Vernon, Alexandria, Fairfax Courthouse, Arlington.—"30"

Fair Play For and By the Press

"Bleyer Creed," a New-Form Code of Ethics

Adopted February 6, 1925, by Wisconsin Weeklies

Years of experience and study of the newspaper problem by Prof. Willard Grosvenor Bleyer, director of the Course of Journalism at the University of Wisconsin, and one of the second generation of the famous Bleyer family of newspapermen (printers, circulation men, advertising executives and editors) have been embodied in the following Code written by Prof. Bleyer. It was read for the first time at the annual of the Wisconsin Press Association in Madison, Wis., February 5 and 7, 1925, and unanimously adopted after due consideration. It will be observed that the Creed is not for any class or group of newspapers, but covers the entire field of the press.

WE BELIEVE that journalism is an honorable profession, essential to the welfare of society.

"We believe that the success of democratic government depends upon sound public opinion, and that the newspaper should aid in creating and maintaining sound public opinion by publishing significant news and editorial interpretation of news.

"We believe that newspaper writers and editors should be adequately prepared for the great responsibilities placed upon them.

"We believe that a newspaper should publish the truth, the whole truth, and nothing but the truth concerning all matters of importance to readers as citizens of the community, the state, and the nation.

"We believe that a newspaper that goes into the home should publish nothing that cannot be read aloud in the family circle.

"We believe that news of crime, scandal, and vice should be presented in such a manner as to deter readers from attempting to imitate the criminal and the vicious.

"We believe that all persons and all organizations are entitled to fair play in the columns of the newspaper.

"We believe in the right of privacy of individuals in all matters not of public concern.

"We believe that no propaganda or publicity matter should be published unless it contains information to which readers are entitled, and that whenever such material is printed, its source should be plainly indicated.

"We believe that editorials should present the truth as the writer sees it, uncolored by bias, prejudice, or partisanship.

"We believe that neither the business interests of a newspaper nor any outside influence should interfere with the publication of the truth in news or editorials.

"We believe that the purpose of newspaper advertising is to create a demand for commodities or services, to inform readers, not to mislead or defraud them.

"We believe that advertisements should be as clean and wholesome as news and editorials.

"We believe that rates for subscriptions and advertisements should be sufficient to insure the publisher a fair profit.

"We believe that all statements of circulation should give the actual number of bona fide subscribers.

"We believe that only such newspapers as maintain the highest standards of truth, honesty, and decency in news, editorials, and advertisements deserve the support of the community."

Unscrambles Hard Knots of Selling Space

*Summary of Winning
Ideas Culled From
Many Newspapers*

By VICTOR KLEBBA

*Sales Promotion Manager
Bonnet-Brown Corporation*

OF course, ideas are valueless until put into action. What is given to you here is not personal theory, but successful ideas profitably used by hundreds of live publishers throughout the Country.

We are now entering upon what is expected to be the greatest wave of sound prosperity that the Country has ever witnessed. Industries are making plans for a splendid year. Things are beginning to hum in all lines, but—*what is the newspaper man going to do, to take advantage of the prosperity?*

The surest, the only way, to get a full share of business, of course, is to render a maximum service to both readers and advertisers. Advertising constitutes the bulk of a newspaper's bread and butter.

Now, *HOW?* Analyze, simplify the whole problem. The *experience chart* does that. Next, make direct applications of the analysis. We'll take up the *local advertiser* first, following the "checking list" through.

DIRECT SERVICE

1. *Show the Merchant How to Take Advantage of Advertising Opportunities:*

EVERY merchant is familiar with common opportunities—advertising overcoats in winter time, garden seeds in early spring, etc.

Publishers have noses for news. The merchants haven't.

Ed Smith's garage burns, including his automobile; but Ed is thoroughly covered with insurance. A splendid advertising opportunity for your insurance man, at a psychological moment, when the mind of the buying public is concentrated on the necessity for protection similar to Ed Smith's!

Out in the central west, a merchant ties up his advertising with motion pictures that come to his town. When "The Frozen North" came, his ad caption was, "*THE FROZEN NORTH means nothing to the man who wears one of Clark's great big, all-wool ulsters.*"—And he gets both good reputation and business.

We are constantly having a "national week." National Thrift Week, for in-

MAKE IT EASIER FOR YOURSELF AND FOR THE ADVERTISERS, ALSO

*Many Readers of "NPJ" Will Use This Chart
to Organize Their Efforts, From Now On*

NINE POINTS COVER EVERY
POSSIBLE SERVICE TO
LOCAL MERCHANTS

DIRECTLY, BY:

- 1.—SHOWING them how to take advantage of advertising opportunities.
- 2.—HELPING them improve their advertising.
- 3.—MAINTAINING adequate service and equipment to care for their needs.
- 4.—SUGGESTING practical merchandising ideas.

INDIRECTLY, BY:

- 1.—EDUCATING your merchants toward better advertising.
- 2.—INCREASING your circulation.
- 3.—CO-ORDINATING the business forces of your town.
- 4.—INITIATING propaganda for the social and economical advancement of your community.
- 5.—BUILDING confidence for your advertisers.

EIGHT POINTS COVER
EVERY POSSIBLE SERVICE
TO FOREIGN ADVERTISERS

DIRECTLY, BY:

- 1.—FURNISHING intelligent market reports.
- 2.—PERSONAL assistance.
- 3.—SECURING co-operation of the retailers with advertisers.



VICTOR KLEBBA



- 4.—MAINTAINING equipment and service to care for their needs.

INDIRECTLY, BY:

- 1.—INCREASING your circulation.
- 2.—CO-ORDINATING the business forces of your town.
- 3.—INITIATING propaganda for the social and economic advancement of your community.
- 4.—BUILDING confidence for your advertisers.

stance—the banker, the insurance man, the dry cleaner and others can embellish on the idea. National Clean-up and Repair Week, National Beauty Week, and so on, all mean extra advertising opportunities to the merchant and extra revenue for you. Then, there are Easter, Fourth of July, Thanksgiving, Christmas, New Year, etc.

The ready-made feature pages, built particularly around these special advertising opportunities get merchants to make greater sales and profits. Your syndicate houses will furnish pages, or you can get them up yourselves. They get in the "little fellow" who does not advertise or is spasmodic. And, after he has gotten in and has seen results, he has become a regular advertiser.

We cannot give more than a few examples for reasons of space; the purpose here is to illustrate and start new ideas to unfold to us.

You have a nose for news; your merchant hasn't!

2. *By Helping Them Improve Their Advertising:*

THE average merchant knows little about *good* advertising. Some merchants *think* they know. We've got to handle these diplomatically. Newspaper men are trained to write, to sell by the printed word.

Try to have your merchant *consult you*; but if he writes his own ads, watch them. Tactfully suggest improvement,—re-arrangement of layout to attract greater attention,—change of typography to make the copy more easily read,—revision of copy to make the selling talk clearer and more forceful—the use of illustrations to amplify the selling power of the ad,—the use of proper borders.

Get your merchant to observe the difference between the advertising he has done ordinarily and that which has been improved.

PLEASE TURN THE PAGE
AND FOLLOW THE CHART

3. By Maintaining Adequate Service and Equipment to Care for Your Merchants' Needs:

SYNDICATE advertising service has come to be recognized as just as important a part of our business as our press or our Linotype, or anything else in our shop. An advertising service should be not only "maintained," it should be *used* at every possible opportunity. It enables offering the last word in good advertising for any line of business. It enables planning definite campaigns for advertisers—easily, quickly.

The chronicles of our ancestors are in pictures. The first book of a child is a picture book. A picture appeals to the imagination—directly without the need of thought transposition. Big national advertisers spend \$3,500 to \$15,000 for an ad that is 95% illustration and 5% copy. Why?

How much goods do you think Sears, Roebuck and Company would sell if their catalogue was all type?

In New York a child's sleeping garment was advertised one Saturday at a slight reduction. Twenty-eight garments were sold. The next Saturday, the same position, the same copy (only reduced), the same price and everything the same *excepting that the garment was illustrated*. One hundred twelve garments were sold.

No publisher can render complete service to his advertisers unless he has a casting box.

4. By Suggesting Practical Merchandising Ideas to Your Merchants!

IT isn't possible for you to make a study of the business of every merchant in your town, but *you can extend this special service to your bigger advertisers.*

I know a publisher in Illinois who keeps his eye on the business of his big advertisers, and about once a month talks with them about moving goods. Between the publisher and each merchant they figure out a good merchandising stunt or idea, put it into practice, and thus keep out the stocks well balanced, free of dead merchandise. And the merchants swear by this publisher. At first, there was evidence of slight resentment.

Conducting a sale is simple. You can get different books for a dollar or two each, with all the instructions you need for conducting sales. Charge the merchant something extra if you want (*you are entitled to it*) but give him your help.

INDIRECT SERVICE

1. Educating Merchants Toward Better Advertising:

IN order to increase results for them, and thus increase our own business, *we must first sell our merchants on the idea of better advertising*, educate them to a firm belief in the power of good advertising. Show them, by specific suggestions (as directed under Point 2 of Direct Methods) how to improve



BIG NEWS AT LOCHNER'S

How the Publisher of the Clermont (Fla.) Weekly Press Announced the Arrival of Little Darley Byrd at His House; the Miniature Paper Under the Arm Told the Story

their ads; draw specific examples from the magazines, the trade journals and from right in your own neighborhood, of outstanding successes in advertising.

A number of publishers throughout the country get their advertisers together once a month or so, and lead discussions on good advertising. From reports, these meetings are fruitful.

Use the medium you want them to use—your newspaper; use direct mail; use personal contact. Anything to spread the gospel. Sooner or later you

A LETTER TO "NPJ"

OFFICE OF THE POSTMASTER GENERAL

WASHINGTON, D. C.
February 20, 1925.

Mr. John L. Meyer,
Managing Editor,
NATIONAL PRINTER-JOURNALIST,
Milwaukee, Wis.

Dear Mr. Meyer:

I thank you for the copy of the NATIONAL PRINTER-JOURNALIST containing the editorial from your pen entitled, "*News GIVES, Ads SEEK*" which I have read with approval.

Not only is the editorial good, but I want to say that the number furnishes a most conspicuous example of fine printing and I think I am a judge of these things. I congratulate you.

Very truly yours,
HARRY S. NEW,
Postmaster General.

are bound to win out. Then you have a deep satisfaction in knowing that you have been the direct means of making better merchants, besides greater profits for yourself.

2. Increase Your Circulation:

YOUR subscription list is the prospect list for your merchants. So, the better your list, the better business possibilities for them. This is not a discussion of circulation-getting methods. But, we must have papers, easy and pleasant to read; plenty of well-written local news; cartoons, comic strips, photo features, radio, household hints, health and humor columns; farm departments, etc., etc.; and our paper must reach every family possible.

3. By Co-ordinating the Business Interests of the Town:

COMPETITION between towns is becoming keener. The necessity for a well-organized and well-operated merchants' association cannot be stressed too strongly. Get them to co-operate in bringing extra trade to the town through such plans as the Neosho plan (a community day) Dollar Days, etc. The Neosho plan is sponsored by the Associated Advertising Clubs of the World and a letter to the secretary in New York will bring full particulars.

4. Initiate Propaganda for the Social and Economic Advancement of Your Community.

THE country newspaper can be of greater service to its advertisers by doing everything within its power to develop the community. Within the past year, over 1,000 live community newspapers have put on a Civic Welfare Series—twelve full-page community-boosting advertisements. These urged loyalty to home merchants; support of civic enterprises; payment of bills and debts; boosting of the town. Newspapers are keeping business away from the mail order houses and bigger towns, and are building better communities in which to live.

The Iowa Press Association awarded the Storm Lake *Pilot-Tribune* a cup for having rendered the greatest service in the state toward community development upon using this series.

You can get this campaign free from your syndicate house or you can prepare your own. The merchants and professional people of the town subscribe their names to each of the twelve pages that are run once or twice a month. From actual experience, this campaign has been found to be the greatest community-developer yet used.

5. Build Confidence for Advertisers:

IN order for our readers to have confidence in our advertisers, they must first have confidence in our paper. Maintain a fair and square editorial policy. Good will is an asset that you can't measure in terms of dollars and cents. It's the mortar that holds a business structure together through the years.

"FOREIGN" ADVERTISERS

ORDINARILY, the national advertiser does not need assistance in any points covered under Direct Service to Local Advertisers, except that of maintaining equipment with which to handle mats. Nor does he need education toward better advertising as a general rule.

1. By Furnishing Intelligent Market Reports:

STUDY the local market and analyze the distribution or sales possibilities for various products. Your territory may contain an unusual number of automobiles. You may have one auto to every three persons while another newspaper may have only one auto to every twenty persons. Think of the value of this information to manufacturers of automobile accessories or tires. And think of its value to you in soliciting the business of those firms.

Get all the possible facts on your market. It will pay you—and pay big.

Get into the habit of furnishing intelligent market survey reports to your prospective advertisers, and you'll be surprised at the speed with which your name spreads around to the various advertisers and agencies in the country.

If you can't do all these things, do as many as you can.

2. Personal assistance can be given in many ways. Usually, it is asked for. Special lists may be wanted. Personal contact with dealers may be asked—though the publisher should not be ex-

Well, Readers, What'ye Say?

CHARLES BRADSHAW, *Carrollton (Ill.) Patriot*—"The only criticism I can offer to 'NPJ' is that it is devoted too exclusively to the successful journalists. They all seem to start with little or nothing and build up a strong, influential newspaper, housed in palatial brownstone fronts. Why not devote some space to the poor fellows who 'are holding their own' against all odds, and, like Carnegie, are resolved to die poor? You may have to search a bit to find 'em, and apply the third degree to make 'em confess, but it would relieve the monotony."



EDITOR'S NOTE—True, one can learn from failures, but usually not from the other fellow's failures—am I right? And, I shudder to think what would happen to me if I dared try Mr. Bradshaw's recipe—for NPJ is committed to printing the practical experiences of readers, with name and everything. We appreciate the implied compliment of the foregoing letter. We consider it a fine testimonial upon our efforts to be constructively helpful to the craft, not excluding the "Reverse-English Carnegies."

—J. L. M.



WISCONSIN BETTER NEWSPAPER EXHIBIT

THIS Shows How the State College of Agriculture, Madison, Showed First, Editorial, Farm and Other Pages, and the Printer-Publishers' Letterhead Displays. INSET—(Left to Right) John L. Meyer, Editor of "NPJ"; George W. Marble, President, National Editorial Association; C. L. Caswell, Executive Director, Iowa Press Association, (the Judges.)

pected to do any actual selling. The advertiser's salesman may ask to be introduced to the leading retailers in your territory. Many opportunities for personal service come up.

3. Show the retailer the value to him of sincere and energetic co-operation with the advertiser. Urge your retailers to use the displays and dealer helps furnished by the advertiser.

4. Maintain equipment to handle your advertisers' mats. Most national advertisers send out mats. And the newspaper with a casting box gets the preference.

The points of indirect service to the national advertiser are the same as those to your local advertiser, with the exception of the educational work.

IT CAN BE DONE

ONE publisher told me that he would just about have to be a professor of advertising to handle all the above points. Not at all. A practical knowledge of good advertising is sufficient. And any newspaper man who wants that practical knowledge can secure it. There are plenty of good books; there are exchanges whose ads anyone can study and analyze; there are the trade journals. Right in your own shop, you will soon find yourself building more powerful advertising if you will question (frankly and severely) every ad you write. Show a genuine interest in the advertising problems of your merchants. Visit their places of business as often as possible. Make suggestions, diplomatically.

Some publishers consider it undignified to go out and sell advertising. Business never comes in on a silver platter in any line. It is only the shell of false pretense that keeps many an enterprise from succeeding—including lots of newspapers. The right way is built on a sincere desire to be of genuine service to advertisers.

"NPJs" WANTED

THE New York Public Library, F. H. Anderson, Director, 476 Fifth Avenue, New York City, is a subscriber for "NPJ". Mr. Anderson says that "it is our intention to keep a permanent file, and we feel that it is most important to have it complete." The following issues are wanted. "NPJ" is "out" of these.

Vols. 1 to 31
Vol. 38, No. 10
Vol. 39, No. 8.

Readers who have any of the volumes or missing numbers may communicate with Mr. Anderson, who will appreciate it.

TO overcome the slump in the advertising department, an eastern newspaper manager switched his staff completely, so that no solicitor was handling the same accounts. The discouragements of solicitors with their old accounts were met and new ideas applied.

New "Day of Co-Operation" in Business Typified in Plant

A. T. F. Co. Service-Work Experience Is Crystalized in New Kelly Building

By JOHN L. MEYER

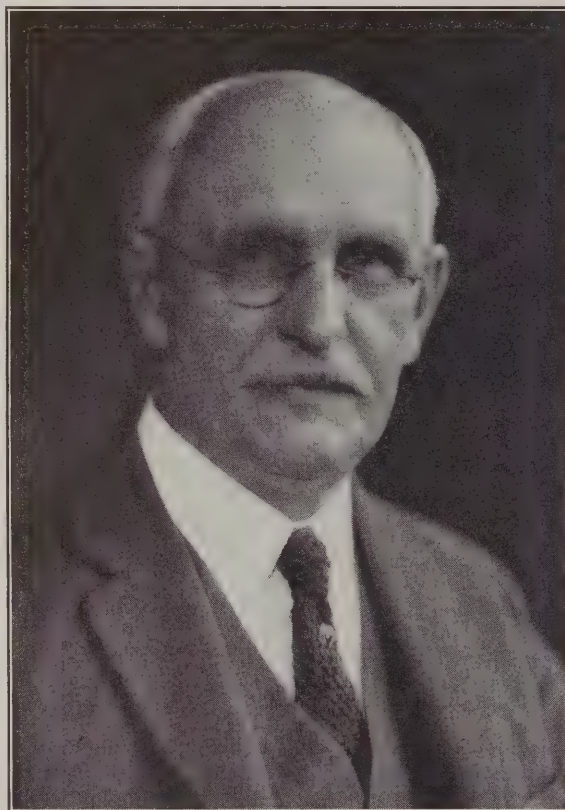
LAYOUTS of newspaper:printing plants surely interest the type of executives and assistants who read "NPJ". Hundreds on this continent were planned or rounded out by the Efficiency Department of the American Type Founders Company, a concern among those with which, invariably, every publisher:printer becomes sooner or later quite familiar. A proportion of the typical plant layouts published in "NPJ" are A. T. F. Co. workouts. I am sure, therefore that a brief account of certain features of the A. T. F. Co. plants will be of unique interest to printer:publishers, and the recent completion of the Kelly Press Division at Elizabeth, N. J.—as what might be termed a great offshoot of the Central plant at Jersey City—makes the subject timely as well as of specific interest.

Every publisher:printer considers himself fortunate if able to "build from the ground up" to meet his needs and future. Wonderful things have been done in rebuilding or enlarging plants, of course. But, I am often impressed by the emphasis which most executives lay on the fact of having "constructed the plant to fit the requirements of the business," as against "fitting the business to a plant." The Elizabeth plant is entirely new and built to meet the peculiar needs of the manufacture of the Kelly. It is 165 feet wide and 850 long, containing 250,000 square feet of floor space; fireproof, of steel and brick and concrete. The design is by Day & Zimmerman, Philadelphia, and erection by the Turner Company of New York. The site is 200 x 2300 feet, in a residential section. The Kelly was made for over 10 years at the Central plant. In recent years pressure of space made considerable outside work necessary.

GOTHIC type of architecture, adapted to commercial and manufacturing purposes, is used, and the 2 and 3-story building looks like a public institution of imposing dimensions. There are 130 feet of lawn, trees and shrubbery at the front. Railroad sidings are at the north end. Eight hundred operatives are employed, with the

very best light, ventilation and accommodations. Towers in the cut indicate locations of entrances.

Going over the plant, one thinks of a feature of the new day in business; namely, co-operation and reciprocity. This plant no doubt owes much directly and indirectly, to lessons learned in supplying the needs of hundreds of printing plants. Contrariwise, this plant is dedi-



R. W. NELSON
President, A. T. F. Co.

cated to meeting specific needs of importance to the printer:publisher.

The ground floor houses the employment office, main wash and locker rooms, raw material receiving department, preliminary machining operations, gear cutters, vertical turret lathes, automatic machine tools, nickel and copper plating, and heat treating departments. Rough stores are placed in the center of this floor running the long way. This is the darkest portion, yet is as well lighted as many of the finest printing plants.

ON the main floor, which is the second from the front of the building, is the assembly section where the Style B Special, No. 2, and Kelly Automatic Jobber presses are assembled and tested.

In the center of this floor are the inspection department and the finished stores in steel racks for the different presses, each located opposite the erecting bays, to save trucking and steps. On the railroad side are the tool designing department, tool room, smaller milling machines, drill presses, planers, grinders, and (at near where received) the heavy milling machines for press columns and large parts.

In the rear is the large shipping department with canopied outside platforms. Next, on the West Grand side, is the painting, snagging, and sand blasting department, located at this point to minimize the carrying of heavy parts. The trucking yard is between the main building and the boiler house and pattern shop, (each separate buildings) at the rear of the main structure.

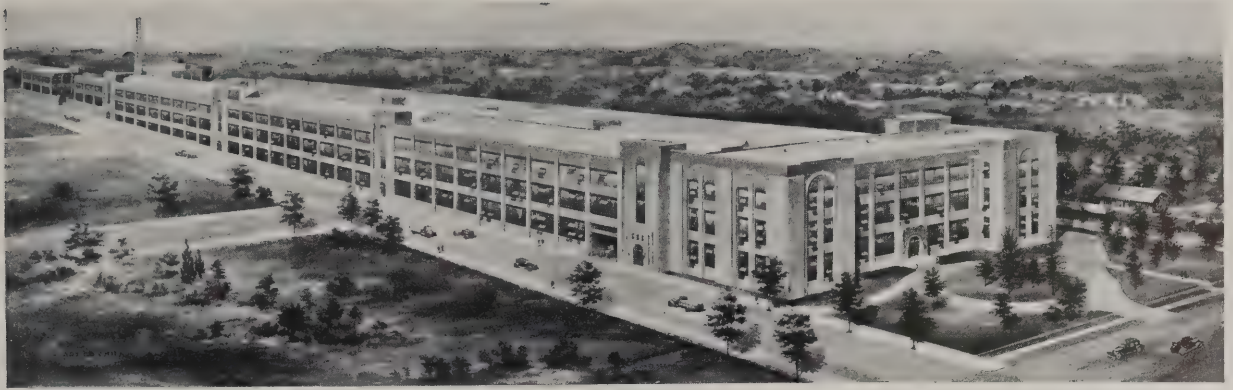
Special attention was given by the engineers to lighting. The plant has side wall steel sash, which with the saw-tooth roof over the main machine shop, diffuses abundant natural light to all parts. The artificial lighting is by Mazda enameled bowl lamps and reflectors spaced 10 x 10 feet throughout the plant.

The top floor, the third story looking from the front, extends the entire length of the building along West Grand. The sub-assembly of the three presses is done in this space, and the assembled parts are taken by large elevators to the floor below on which the main press assembling and testing are carried on. The location of the different sub-assemblies is directly over the main assembly. The engineering department, drafting room and experimenting department are located on this floor in spaces well lighted by both natural and artificial lighting.

Wood block floors tend to foot comfort and all departments have them. The interior has also been given two coats of white paint. Also for the general accommodation of employees a complete cafeteria

equipment was installed on the truss-roofed top floor over the main office. The floor is terrazzo and the large, airy space is inviting and well ventilated. This room is 50 x 124 feet, and available of entertainment or lectures. A first-aid hospital equipment and rest room are also on this floor.

THE heating system consists of approximately 38,000 square feet of direct radiation. Wall-type radiators are placed under windows and under the saw-tooth roof. Steam is generated at 100-lb. pressure in the boiler house by



BIRDS-EYE, NEW KELLY PRESS PLANT, A. T. F. CO.

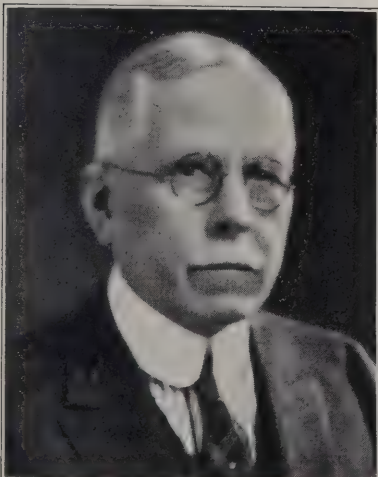
El Mora Ave., West Grand St., Elizabeth, N. J.

two 300 h. p. water tube boilers, and a high pressure steam main pipe is run the full length of the ground, floor with enclosed returns.

From this high pressure main, steam is taken at six different points and passed through regulating valves to the heating mains. Each of these heating mains furnishes steam to six bays of the main building and each floor of the six bays is under control of a thermostatic temperature regulating valve.

By this system of distribution the temperature is constantly under control. Returns and air are removed from the heating system by means of vacuum pumps, automatically controlled.

An extensive compressed air piping system has been installed. The compressor is located on the ground floor, near the center of the plant. Two artesian well pumps, automatically controlled, are connected with two pressure storage tanks supplying water for operating and sanitary purposes. A separate drinking water line furnishes well water to drinking fountains throughout the building. The temperature of the water does not exceed 56° F.



F. B. BERRY

Widely-Known A. T. F. Co. Executive

ELECTRIC power and light is purchased, and delivered at 2400 volts. It is carried under-ground to the main switchboard room and transformed to 220 volts alternating current, which is used for power throughout the plant, and to 110 volts for lighting.

A special feature is an 8-panel testing switchboard which permits testing presses at all voltages for which there is a commercial demand. This feature was necessitated by the large foreign demand for Kelly presses, which call for special electric equipments, and certain unusual power requirements in this country. The desire was to test each press with the electric equipment called for on the order, regardless of voltage, cycles, or phases in alternating current, or any direct current requirement.

A fire alarm system is connected with the city fire department, with twenty-five alarm boxes and gongs throughout the building. The structure has very little wood anywhere. Automatic sprinklers are installed in the shipping, woodworking and painting departments.

Very careful planning was necessary to obtain a layout that would give the results desired in receiving and storing raw material, distributing it to the proper departments, progressive machining, assembling and testing, convenient inspection and storage, as well as comfort, convenience, light and safety.

These features were worked out well in advance of the beginning of the structure, and many months of study were given the various details.

In the arrangement of the machine tool equipment, both the departmental and progressive methods of manufacturing have been utilized, each where it seemed best for the work in hand.

CLASSIFIED ADS ARE NEWS PUBLIC TELLS EDITOR

GROVE PATTERSON, Executive Editor, Toledo (O.) *Blade* and Newark (N. J.) *Star-Eagle*—"Until the editor had traveled from door to door along the mean streets and the meaner streets, the good streets and the better

streets, and has talked to fathers and mothers and sheiks and flappers, he doesn't know his public. * * * All the sad and happy facts of the town are reflected on the classified page. * * * Be sure that the public is interested in Classified Advertisements. That is where the public lives."

—*Classified Journal.*

WHAT DEPARTMENT IS FIRST, IN PUBLISHING?

STANLEY CLAGUE, *Audit Bureau of Circulation*—In order to give the advertising man a product to sell, the circulation man must rely on the man higher up, the editor. If he fails, permanent success for the circulation man is impossible. If the latter fails, the advertising man must look for another job. I submit therefore that the order of merit in the publishing business must first be the editor; second, the circulation manager, and third, the advertising manager.



C. W. KELLOGG

Manager, Efficiency Dept.

The "NPJ"

PUBLISHER=PRINTER ROUND TABLE

This Magazine Is Protected by Copyright. SUBSCRIBERS Are Welcome to the Use of the Ideas and Information Without Asking Permission. Reciprocate by Sending in Practical Experiences, Specimens, Newspapers, Etc., in Co-Operation With Fellow Printer-Publishers Over the United States and Canada

MARCH, 1925

Compiled by CHESTER H. DUCLOE
and F. HILLERMAN

SEND AN IDEA

LET our ambition be to do good, rather than original work, and our work will be more original than if we had striven to make it so.—Morley

COMMUNITY BUILDING

NEWSPAPER GROWS CORN—Writes Will O. Feudner, Rushville (Ind.) *Daily Republican*: "Yesterday Rush county was crowned Indiana State Corn King and we are going on and try to become International Corn King at Chicago. This was our object in the start. . . . Our campaign was to sell the County to itself—talk better corn, more corn, better hogs, more hogs, higher land values, more intensive and modern farming, trade at home, everybody a Committee of One to boost. We spent \$1,000 in this campaign, which started last April—just at the beginning of corn planting time. We started with 'Plant only tested, pure strain corn—fertilize, etc.' We kept at this about every two weeks with a large ad—then wrote personal letters to all the farmers. We picked leaders from among them and had them speak to the Rotary and Kiwanis clubs. We also went out to the farming communities and had banquets with programs."

BOOSTING SELMA is the title of a full page co-operative advertisement published in the Selma (Cal.) *Enterprise* and paid for by 30 firms. Ways for the citizens to boost Selma as suggested in the ad are: (1) he must assume his share of civic responsibilities; (2) agitate for better churches and schools; (3) patronize home merchants; (4) keep the town clean; (5) be generous and tolerant in thought, word and deed.

THREE COMMUNITIES' PAPERS JOINED—The communities of Orange, East Orange and West Orange, N. J., have been getting together in business, civic and social ways, so the natural thing to do was to consolidate the three newspapers serving the several towns. This has been accomplished by Cliff Jones, editor of the Orange (N. J.) *Courier*, which is the name of the combined *Orange Advertiser*, 28 years old; the *West Orange Press*, 4 years old, and the *East Orange Times*, 3 years old. It is published weekly. A weekly feature is the publishing of a picture of some prominent business man, whose name is not given in the story, relating to his business and other activities. A prize of \$1 is awarded to the person who submits the correct name first.

WANTS LONGER FARM LEASES—The Carrollton (Ill.) *Patriot* is conducting a campaign to promote longer leases by tenant farmers. A recent editorial: "When a renter stays on the same farm twenty or twenty-five years, or thirty-seven years, one knows instinctively—although a total stranger to that neighborhood—that the farm is a good one; that its owner is fair-minded and progressive; and that the renter is a real farmer and works the farm as though it belonged to him. Changing tenants is sometimes of mutual advantage all around, but the renter should remember that 'three moves are equal to a fire.' One-year leases never result in building up a farm, either."

PAYS SIGN PAINTER—The Largo (Fla.) *Sentinel* offered to "pay any sign painter to clean and repaint the 'Welcome to Largo' sign at the Tower Corner."

WHY "TRADE AT HOME"?—The first number of the *Bulletin*, published by the Springfield (Minn.) *Advance-Press*, an external house organ, prints a short, trenchant article entitled, "On Trading at Home," indicating that "Trade At Home Campaigns" conducted by merchants and newspapers are resented by citizens, if the only reason for such trading is patronage . . . "Open criticism of mail order houses simply boosts such concerns. If we can show the buying public that it pays to trade in Springfield, the public will trade here. Prices talk. Money talks. Quality of goods talks. Courtesy talks. Service talks . . . And advertising of the right kind will do much to overcome the natural inclination of many people to send away for their merchandise."

A ROSE FOR THE SALESMAN—Says the Charlotte (Mich.) *Republican*: "John B. Olney, traveling for the American Type Founders Co., recently completed eighteen years with this well-known concern. This is a long service, but not such an unusual record if you happen to know Olney. He is a credit to his task and his annual increment in business prestige and confidence has a value that demands and deserves commendation and consideration, both of which is alike recognized by years on one job speaks well for the merchandise and is a distinct character testimonial for the salesman. Both products have to be standard, otherwise one would fail. So we congratulate John Olney on his connection and his concern on the perspicacity of the sales department of the home office."

LAKES AND FISH AND NEWSPAPERS—H. L. Hoard, Ft. Atkinson (Wis.) *Union* of the great Hoard dairy-boosting family showed the Wisconsin Press Association convention attendants the importance of not overlooking the fishing and resort possibilities of their community and state which can be made he said "worth at least as much per acre as farm lands in promoting community prosperity." Louis Benshoof, Detroit (Minn.) *Record*, at the Northern Minnesota Editorial annual, placed the value of tourist travel to his state at \$40,000,000 a year, and to his county alone at over \$1,250,000.

TRUE BOOSTERS—"Editors of rural community papers are the biggest boosters in the world. They boost when other residents are looking for greener pasture 'over the hills.'"—Woodland (Cal.) *Democrat*.

PEP STUFF—"Decatur Can and Will" is the title of a very neat and very well written booklet dealing with facts about Decatur, Ind. It is being distributed around the country by the Decatur Daily *Democrat*, and was compiled and published by the Decatur Industrial Association. Unembellished statistics tell an impressive story about the status of climate, taxes, fire department, electrical supply, industry, freight shipments, libraries, playgrounds, schools, etc.

NEAT BOOKLET—The Rice Lake (Wis.) *Chronotype* just published a neat 4-page booklet 4x6 inches, using sepia enamel stock and brown ink. On the cover of the booklet is a zinc reproduction of the front page of the *Chronotype's* fiftieth anniversary edition. Inside are the *Chronotype's* programs for Rice Lake and for Barron county. On the back page are summarized the various agricultural, industrial and civic features of Rice Lake and Barron county.

1924 Newspaper Revenues, Expenses, Costs

INLAND DAILY PRESS ASSOCIATION

Summary of Statistical Reports for Full Year of 1924—70 Reporting

CLASS A—Circulation less than 5,000 (19 Averaged).

REVENUES			EDITORIAL			ADVERTISING				CIRCULATION			MECHANICAL				GEN'L ADM'TRAT'N			Adv. Cost Per Inch. (Cts.)	Page Cost Comp. (Cts.)
Adver- tising %	Circu- lation %	Miscel- lan'us %	Pay Roll %	Dept. Exp. %	TOTAL %	Pay Roll %	Spl Rep. %	Dept. Exp. %	TOTAL %	Pay Roll %	Dept. Exp. %	TOTAL %	Pay Roll %	Dept. Exp. %	Paper & Ink %	TOTAL %	Pay Roll %	Dept. Exp. %	TOTAL %		
70.6	29.31	1.52	9.03	5.54	12.1	4.43	1.64	1.76	7.	6.05	3.61	9.65	23.65	2.1	9.27	35.44	10.12	11.48	21.48	24.75	5.50

DEPRECIATION—Machinery %, 8.875, Type %, 14.5, and Furniture and Fixtures %, 7.2.

CLASS B—Circulation 5,000 to 10,000 (26 Averaged).

72.19	28.89	1.3	8.58	5.4	14.21	4.28	1.34	2.15	7.51	5.23	3.82	9.07	20.1	3.6	14.57	38.36	8.43	13.19	19.9	32.92	6.932
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DEPRECIATION—Machinery %, 9.5, Type %, 16., and Furniture and Fixtures %, 8.78.

CLASS C—Circulation over 10,000 (24 Averaged).

72.66	25.72	1.75	8.07	5.76	13.8	5.32	10.7	1.68	8.2	6.34	6.94	12.97	16.18	3.07	18.	37.72	6.54	9.52	16.07	44.54	7.42
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DEPRECIATION—Machinery %, 8.5, Type %, 12.81, and Furniture and Fixtures %, 9.23.

JOB WORK included (2 Averaged).

73.1	19.2	1.	16.99	7.29	14.28	2.1	.09	.61	2.8	3.76	3.43	7.19	14.59	3.65	23.86	42.1	4.39	10.95	15.34	70.8	11.07
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DEPRECIATION—Machinery %, 8.5, Type %, 10, and Furniture and Fixtures %, 8.5.

†Job Department Revenue, 6.7; Job Work Department: Pay Roll, 3.1; Department Expense, 2.29; Total 5.39.

ASSOCIATION TO GUARANTEE CIRCULATIONS—At the Nebraska Press Association annual, association-audited circulation for the member papers (practically all community newspapers) was advocated by Field Manager Ole Buck, and favored, subject to approval by the directorate. The secretary's office has become a clearing house for general advertising, to a growing extent.

BETTER CIRCULATION

INGROWING DANDRUFF, RHEUMATIC NOSE?—Stamped in purple ink in the upper left-hand ear of the Orient (Ia.) Independent, is the following unique subscription stunt:

"If you have frequent headaches, dizziness and fainting spells, accompanied by chills, cramps, chilblains, epilepsy and jaundice, it is a sign that you are not well but are liable to die any minute. Pay your subscription a year in advance and thus make yourself solid for a good obituary notice.

A SLANT ON POSTAL RATES—Wisconsin Press Association resolution, adopted: "We hereby pray congress to protect the publishing business from an increase of its present burden, by adopting the policy of paying for the only service which it does not now pay for, the carrying of its own mail. We suggest that fifty million dollars be appropriated as a fund, against which shall be charged the cost of carrying all government and congressional mail."

LIVELY CARRIER BOYS, SHEET—If any publisher is thinking of publishing a house organ for his carrier boys, and wants to get some good ideas on what to put in it, should send for a copy of the Brooklyn (N. Y.) Times Junior.

MORE ADVERTISING

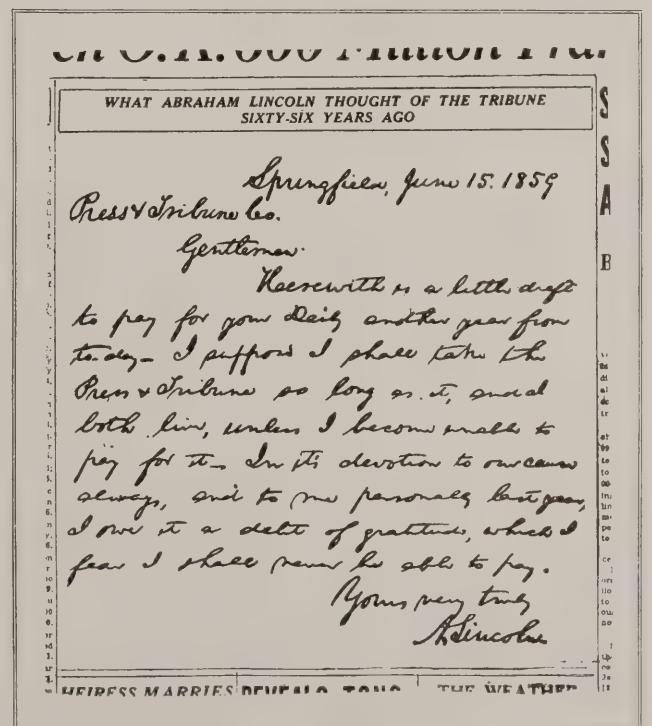
SOMETHING NEW IN DAILIES—The Christian Science Monitor, Boston, published daily by the church founded by Mrs. Eddy, and with an international circulation, soon will publish three editions daily, Atlantic, Central and Pacific, accepting advertising for entire circulation or regional, rates adjusted accordingly. Each edition will play news of special interest to its section.

CO-OPERATIVE ADVERTISING—An Iowa publisher is reported in the latest bulletin of the Iowa Press Association to have secured nearly \$150 worth of additional national advertis-

ing through the influence of his local merchants in the line of food products alone. He wrote letters to the manufacturers and the merchants signed them and are backing him up in getting the business for their benefit.

STATE ASSOCIATION RATE BOOK—The Kansas Press Association in the past fiscal year published a rate book of the 238 papers in the association, 22 pages, edition of 700. Secretary Little reports that many agencies have expressed approval. Non-members of the association are not included. Another book is to be issued for 1925-6.

FACSIMILE OF TESTIMONIALS—Abraham Lincoln wrote a testimonial letter to the Chicago Tribune in 1859. On Lincoln's birthday, Feb. 12, 1925, the Tribune reproduced Lincoln's



original letter on the front page. Nearly every newspaper has on hand testimonials from, at least, locally prominent people which could be used to advantage.

(CONTINUED ON PAGE 30)

"NPJ" ROUND TABLE (CONTINUED)

LOCAL DISPLAY ADVERTISING

CONCRETE" ADVERTISING—The value of newspaper advertising for promoting the use of concrete in construction was stressed at the convention of the National Concrete Association in Milwaukee. Said C. O. Gochbauer, Appleton, Wis.: "Last year we commenced an advertising drive for the erection of homes built of concrete blocks, stuccoed. In a town like ours where most of the plans for homes are drawn either by carpenter contractors or by millwork and building supply dealers, it is only natural that most of the homes should be of frame construction."

12 PAGE AUTO SECTION IN TOWN OF 7000—In its issue of January 21, the Lansdale (Pa.) *North Penn Review* published a 12 page automobile section in connection with an automobile show. Lansdale has a population of less than 7000. But it is much busier than that figure indicates, says Chester W. Knipe, publisher. "Lansdale is one of the unusual towns in the grand old U. S. A.," he says. "It is growing rapidly, has the best train service in the country (193 trains daily), has nearly 60 industries, a Board of Trade with nearly 500 members, a municipal electric plant with one of the lowest rates in the country and a newspaper published every Monday, Wednesday and Friday with nearly 20,000 readers." Publisher Knipe advised the editor of "NPJ" to pack his duds and come to Lansdale if he gets tired of his present abode.

MUST LEARN TO SELL—The day of soliciting country weekly advertising on the basis of "obligation to support the paper" is past, said E. D. Lum, Staples (Minn.) *World*, to the Northern Minnesota Editorial annual, and space must be sold on merit of service, intelligently; and of merit, much lies in numbers of circulation, but more in relation to the field.

CO-OPERATIVE AD—The Anaheim (Cal.) *Gazette* published a full-page post election advertisement paid for 18 business establishments of the town. The ad was directed at "Citizens of Anaheim" and called attention of the readers to all the advantages offered by Anaheim in agricultural, industrial educational ways.

THE CADILLAC EVENING NEWS

FROM CADILLAC, MICHIGAN POPULATION OVER 1000

The Livest Town In Northern Michigan

THE CITY OF QUALITY

THIS ISSUE CONTAINS YOUR ADVERTISEMENT

HERE'S A GOOD, LIVE IDEA

WRAPPER FOR CHECKING COPIES—The Cadillac (Mich.) *Evening News* has a promotional wrapper for checking copies sent to advertisers. A reproduction of it is shown herewith.

CLASSIFIED, WANT ADS

WHAT WANT ADS DO—A certain want ad, run in the Waukegan (Ill.) *Daily Sun* once, pulled 116 replies. The results were given ample publicity in subsequent issues.

ADVERTISING DEBTS FOR SALE

WILLIAM LOOMIS, Citizens' Publishing Co., LaGrange, Ill.—For our part, we positively refuse such advertising although we have helped some of our business men to collect their bills by calling up the debtors and telling them that we have an ad of that kind in the office to be run, but that we feel sure they don't want it to appear and we are going to hold it out a few days so they can fix it up. In every instance they have done so and we have made friends both with the merchants and the debtors by this policy.

IMPORTANT

Read the Instructions

You do NOT have to drive this car over 20 miles an hour nor more than 500 miles to get that job of GOOD PRINTING

FOR BEST RESULTS—Put your right foot on the brake and pull up the emergency lever exactly in front of

THE ORIENT INDEPENDENT

The Best "Big" Little Country Newspaper in the State of Iowa

Located at ORIENT, IOWA—"The Town of Good Schools"

"Tis the ONE Place in the State of Iowa where MILLER BROTHERS—The Printers—Turn out JOB PRINTING THAT PLEASES

NO JOB TOO BIG

NO JOB TOO SMALL

Quality and Quantity as Well as Service

"Gabe" and "Bill"

the printers....

A WIND-SHIELD STICKER

*On the Front is a Map of Iowa, Useful to the Automobilst;
The Above is the "Sticker Side," Facing the Driver.*



BEST WANT ADS WANTED—The Kansas City (Mo.) *Star* offered cash prizes for the best want ad of not more than 50 words, based on an illustration changed from day to day. The first installment pictured a house-wife viewing articles of furniture stored away in an attic, exclaiming, "I wish this attic were cleaned out."

SELLING JOB PRINTING

THE PRINTER'S JOB—From a booklet of the Fowle Printing Co., Milwaukee: "The printer's job is to get the (advertising) message read. The copy writer's job is to follow up the advantage gained by the printer. Unless each has a thorough knowledge of the scope and limitations of the other's tools, effective co-ordination of effort is impossible."

WHEN SALES ARE SLOW—"What Do You Do When the Sales Are Slow?", asks a headline in a three column promotional ad in the Carrollton (Ill.) *Patriot*. Continuing, "You, Mr. Merchant, believe that you are entitled to a fair share of the patronage of this community. At the outlay of considerable capital, you have laid in a stock suited to the needs of the people. They certainly give you a chance to do business and make a living.

"The *Patriot* is exactly in the same position as you are. We have invested money in a well-equipped printing plant. We issue what many readers say is the best country newspaper they have ever seen.

"This company has in stock commodities that you need. They are of the very highest quality—100 per cent efficiency. The goods are a staple, but the stock isn't moving as it should.

"What do you do, Mr. Merchant, when the goods don't move as you think they should?

"Well, this is what we are doing—telling about the goods you need in the hope of convincing you that you need them.

"We are advertising our goods. We are advertising Advertising.

"Don't you think that is a pretty good plan?

"Why not move your goods the same way?"

AIR-MAIL ENVELOPE SPECIAL—Printers and publishers will be interested in getting complete information about the new regulation air-mail envelopes, crossed on the face with red and blue stripes. A letter addressed in one of the official envelopes may be dropped into a local letter box, goes by train to the nearest air-port, thence by plane, and finally to destination. Three postage zones are established, according to George F. Moss, Western States Envelope Co., Milwaukee, Wis., as follows: The two lines of division slice the country at Chicago and Cheyenne. Eight cents an ounce for each zone traversed is the rate. New York to Chicago, for example, is 8 cents; to Cheyenne, 16 cents, to San Francisco, 24 cents. The new envelopes will, undoubtedly, become popular rapidly, and offer new fields for special printing-sales effort by printers in every community.

"NPJ" ROUND TABLE (CONTINUED)

ADVERTISING WITH BLOTTERS—A scrapbook that is a book in looks, shape and size, by the Standard Paper Manufacturing Co., Richmond, Va., contains a wealth of ideas for job printers—samples of not only various sizes, colors, shapes of blotters, but a great lot of great ideas useful in creating business for the printing plant. There are miniature house organs, contractors' blotter by a cement company giving dates when bids will be let, business cards, baker's advertising, a builder's promotion blotter, salesmen's advance cards, community advertising, and grocery and drug store blotters. Then, a blotter which says: "This book is a sort of a nursery for the brain children of many advertising men." And, we add, for sellers of printing.

CREATIVE SALESMANSHIP—They are telling the story of the clothing man who sold the widow an extra pair of pants when she was buying a suit for her deceased husband; but, get this one from the *U. T. A. Bulletin*:

A purchasing agent came into a member's office to order some blank sheets of paper which he instructed should be cut to size and punched to fit a certain binder.

"Don't you want anything printed on these blanks?" asked the salesman.

"No," said the buyer, "I can't think of anything to have printed on them."

"Why not have a form number printed on them so we can tell what kind of blanks you want the next time you order them," suggested the salesman.

"That's a good idea," said the buyer; and ever since then the blank sheets have been ordered by form number which has been printed on them.

'WARE THE "PROMOTER"—"Time and time again Master Printers have been left holding the bag on fly-by-night advertising schemes," says the *Milwaukee Typothetae Bulletin*. "For instance: The menu ad card for restaurants—where the promoter gets his, moves on, and the printer is unable to collect because the restaurant owner did not authorize its production and was, 'according to plan,' to get them for nothing. The other trick is the big top desk blotter, worked in the same way. Play safe. Demand at least 50 per cent down and the balance C. O. D."

BETTER THAN GOOD ENOUGH—"A Leetle Better Than 'Good Enough'" was the headline for a full-page promotional ad used by the Quincey (Cal.) *Plumas National-Bulletin Press*, in its newspaper for its job department.

COMPLETE JOB ABOUT JOB WORK—It is a pleasure to go over a booklet, beautifully done in every way, *Presenting the Times Print Shop*, Waterville, N. Y., Orrin Terry, owner and manager. It tells the story of the extensive, high-grade work done in this shop by: Showing a fine portrait of the chief, a story in short paragraphs of the plant, half-tones of every interesting view inside, specimens of color work and of periodicals printed there, a roster of employees set in menu style—and on one page one finds this: "Ninety percent of our productive machinery is less than four years old, and we take pride in offering also the service of skilled craftsmen." This follows a quotation of a big buyer of fine printing: "*When I want to get a quick and generally accurate indication of the skill and progressiveness of a producer, I try to find the average age of his productive machinery.*" Something to think about, what?

A GOOD OPENER—How to claim real attention for circulars, folders, etc., after the recipient opens the mailing envelope at his desk and "finds an ad", involves an opportunity which rightfully gets a lot of attention. Comes a circular from the Kimberly-Clark Co., Neenah, Wis., in an envelope inclosing board protectors. It instantly talks "roto". But, here's the "kick" in it. The circular, a folded broadside, comes out showing an 8x10, block-out picture of a typewriter, *with a typewritten memorandum just being pulled out by a hand reaching into the page*. The memo is addressed to "department heads," and states that "everyone concerned with the sale or advertising of 'our' goods should take a few moments to look over this folder." The insides show fine examples of the use of photographs in advertising designs.

A Creed for Those Who SELL

(Imperial Type Metal Magazine)

BELIEVE, first, in what you sell.

BELIEVE your prospect will profit by it.

BELIEVE in your Business, in the firm back of your efforts.

(Whereto "NPJ" Would Add:)

**KNOW THE REASONS
FOR YOUR FAITH
AND DEVELOP THEM**

CARRYING ALONG THE IDEA—A four-page postcard folder of the Indiana Chemical & Manufacturing Co., Indianapolis, ("Reducol", etc.) is prepared like this: Page 1, facing recipient, a special offer (and it has definite prices and expiration date), printed horizontally; second side, vertical, a list of products and prices; third side, horizontal, order form, repeating details of special offer; fourth side, address side of postal order form. Note the logical order of presentation, up to point of mailing by the prospect. Many similar folders show the address-postal side *first* or on the third side, with order blank side fourth. Quite a difference!

PUBLIC-OWNED PRINTING PLANTS—A brief published by the Milwaukee Typothetae, 373 Broadway, Milwaukee, Wis., copies on request.—"The arguments for and against municipal ownership in general are of little value in determining this question. . . . Experience in two municipal printing plants (Boston, Mass., and Pasadena, Calif.) are too limited to be conclusive." The volume shows that accounting methods in publicly-owned enterprises are weak, ignoring fixed costs, overhead, etc. Many interviews are printed, opposing municipal ownership.

PRODUCTION DEPT.

WORN TYPE AND NAMEPLATES—"Some otherwise good-looking papers are marred by standing type which is badly worn. A few minutes spent replacing such type will pay well in improved appearance. A new name plate costs but little. Yet some name plates of New York papers have been running with the same marring dent in them for a dozen years."—*The Service Sheet*, of the New York State College of Agriculture, Cornell University.

ADVERTISING COMPOSITION CHARGE—The Wisconsin Press Association in a resolution recommends to publishers of Wisconsin "as a sound business practice, the adoption of individual advertising rate schedules based upon a space price for ordinary straight composition, with a *time charge added for extra work involved in close or intricate composition* requiring adjustment to cuts or display figures."

LEGIBILITY OF COLORS—The *Blot*, the house organ of the American Printing Ink Co. publishes this list of the most legible color combinations, in the order of their legibility:

- | | |
|-------------------|-------------------|
| 1 Black on Yellow | 8 White on Red |
| 2 Green on White | 9 White on Green |
| 3 Red on White | 10 White on Black |
| 4 Blue on White | 11 Red on Yellow |
| 5 White on blue | 12 Green on Red |
| 6 Black on White | 13 Red on Green |
| 7 Yellow on Black | 14 Blue on Red |

(CONTINUED ON PAGE 32)

FOR advertising and job composition. The Ludlow system of matrix composition provides new, clear-cut printing faces on slugs for every job. Its speed, versatility, 6 to 60 point range in a wide variety of quality type faces, including bold and extended, ranks it first for display and job work. Because you set matrices, not type, you secure your slug lines immediately, never running short of sorts for any job.



Ludlow Black Series

Beauty
48 Point Ludlow Black

Quicker
42 Point Ludlow Black

Low Costs
36 Point Ludlow Black

New Design
30 Point Ludlow Black

Artistic Effect
24 Point Ludlow Black

Vigor and Strength
18 Point Ludlow Black

Always Plenty of Type
14 Point Ludlow Black

Ludlow Composition is Best
12 Point Ludlow Black

Ludlow Typograph Co.

2032 Clybourn Ave., Chicago, Ill.

San Francisco, Hearst Bldg.
Atlanta, 41 Marietta St.

New York, World Bldg.
Boston, 261 Franklin St.

LUDLOW QUALITY COMPOSITION



"NPJ" ROUND TABLE

(CONTINUED)



INCOME TAX, AND LEARNERS—Eastern Typothetae bulletins tell of rulings from Washington of interest to production departments: "Where a corporation encourages or requires its employees to attend part-time schools it may deduct as a business expense reasonable amounts paid as compensation to such employees during their absence from employment while attending schools." "The subscription price paid by a taxpayer for a technical magazine or trade journal to be used by him as a means of furthering his business interests is deductible as a business expense."

EMPLOYEES ARE LOYAL—Labor turnover is not a problem with the West Bend (Wis.) *Pilot*. On its 34th anniversary Publisher H. B. Kaempfer and Editor George Bechwar itemized the length of service of each of the paper's employees. Jacob Kaempfer, shop foreman, helped get out the first issue of the *Pilot*. George Bechwar, editor, started 25 years ago in knee breeches—it was figured that in his daily walks between his home and the office, Bechwar had covered 22,500 miles. H. C. and C. H. Kaempfer, sons of the publisher had also served long and faithfully.

REBUILDINGS; NEW HOMES;

Hayward (Calif.) Journal—Two-story building.
Los Angeles (Calif.) Evening Herald—In new home.
Monrovia (Calif.) Daily News—Building new home.
Fort Lauderdale (Fla.) Herald—New printing plant under way.
Bowden (Ga.) Bulletin—In new quarters.
Danville (Ill.) Ohio Valley Publishing Co.—In new home.
Gas City (Ind.) Journal—In new home.
Burlington (Ia.) Hawk-Eye—In new home.
Cedar Rapids (Ia.) Evening Gazette—In new home.
Framingham (Mass.) Evening News—In new home.
Marlboro (Mass.) Enterprise—In new home.
Vicksburg (Miss.) Herald—Building to replace burned plant.
Edina (Mo.) Sentinel—Bought building extensive improvements.
Long Pine (Neb.) Journal—In new quarters.
Jersey City (N. J.) Journal—Into new home.
Schenectady (N. Y.) Union Publishing Co.—Bought site.
Willard (O.) Times—In new home.
Springer (Okla.) Inola News—In new building.
Williston (S. C.) Way—New home.

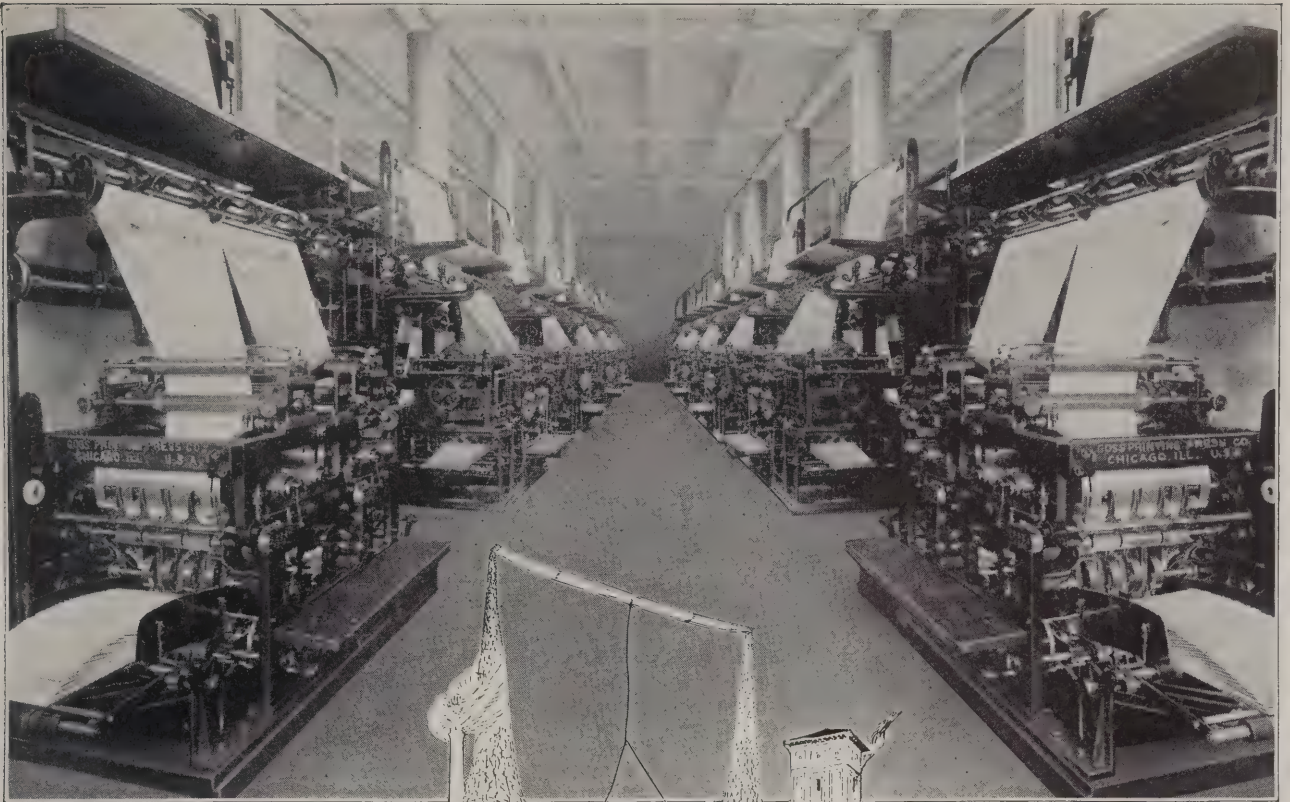
HAND VS. MACHINE SETTING—"We have been noticing several of the exchanges which come to this office," editorially declared Harry C. Webster, of the Marceline (Mo.) *Herald*. "A few of them, with the slug casting machine, issue neat and typographically good sheets, but the majority show plainly the effect of trying to set on the machine everything possible to avoid hand work, with the result that by their own inexperience they produce a paper which is, in the eyes of a lover of the typographic art, a 'botch' and a specimen of what the real printer knows as 'blacksmithing.'"

GETTING READY—"Investments" as interpreted by the *Kablegram*, the house organ of Kable Brothers Co., Mount Morris, Ill., is money spent on efficient operating machinery. A list of the new machinery which the Kable Brothers shop installed during 1924 was given in a recent issue. Total cost of the machinery was \$125,000. The company produces an average of 125,000 magazines and papers a day. A 25 per-cent increase is the goal for 1925.

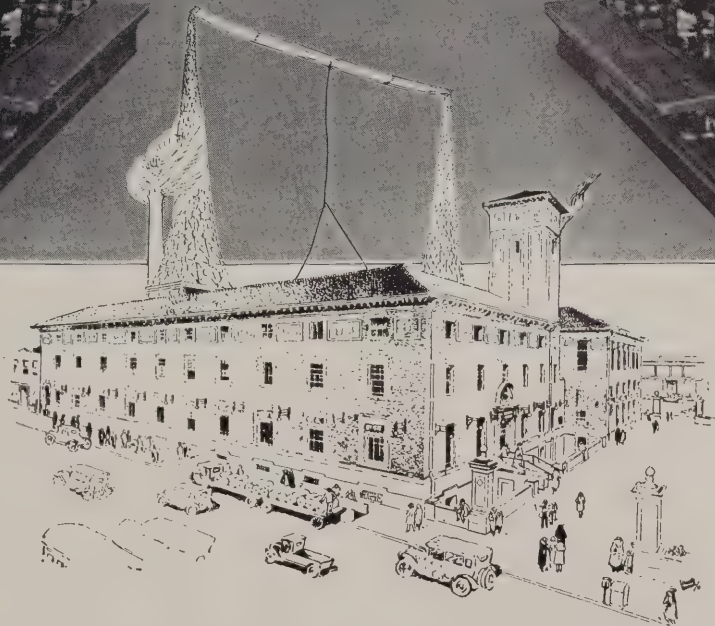
IT'S COMING, IN SOME WAY!—Almost tempted to say, "I told you so." Charles F. Hart, mechanical superintendent of the New York (N. Y.) *Times*, addressing the American Society of Mechanical Engineers, advocated a centralized bureau for the formulation of mechanical standards, research, etc., by American publishers. He told how press builders often have to "fit impossible corners, manufacturers of printing equipment are forced to carry a lot of nondescript parts" and so on.

WHO BUYS THE PAPER?—A recent analysis in the *American Printer* proves that less than 5 per cent of the paper used by printing offices is specified by the consumer—the user of the printed matter—and 95 per cent is specified and purchased by the printer. The article touched on the advertising to the paper consumer which is being done in general periodicals.

(CONTINUED ON PAGE 34)



The above picture shows Goss Octuplexes used in the pressroom of The Kansas City Star.



Home of the Kansas City Star and station of the celebrated "Night Hawks."

THE KANSAS CITY STAR

For years Goss Presses have faithfully served the ever-growing needs of The Kansas City Star with its bounding circulation.

Today, nine Goss Octuplexes print the half million morning and evening "Stars", the 275,000 Sunday "Stars" and the 350,000 weekly "Stars."

Recently a large eight cylinder Goss Color

Press was added to the equipment "on which," to quote The Star's General Manager, Mr. August F. Seested, "is produced the best printed four color comic section in the country."

Goss Presses are in the service of good publishers everywhere who print small weeklies, great metropolitan dailies and national magazines. Catalogs on request.

THE GOSS PRINTING PRESS COMPANY, CHICAGO
The Goss Printing Press Co. of England, Ltd., London



The Proof of the Pudding Is in the Eating

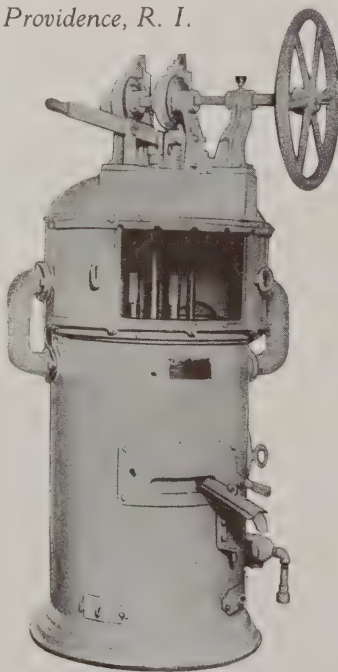
WRITE to any one of the following newspapers and ask them to tell you frankly of their experience with our Monarch Monometer Remelting Furnace.

Brooklyn Daily Eagle, *Brooklyn, N. Y.*
North Penn Review, *Landsdale, Pa.*
Boston Globe, *Boston, Mass.*
Lancaster Press, *Lancaster, Pa.*
Long Island Star, *Long Island City, N. Y.*
New York Times, *New York City*
Newark Evening News, *Newark, N. J.*
Times Publishing Co., *Warren, Pa.*
Gazette Times, *Pittsburg, Pa.*
Baltimore American, *Baltimore, Md.*
Oakland Tribune, *Oakland, Calif.*
The Sun, *Baltimore, Md.*
Elizabeth Daily Journal, *Elizabeth, N. J.*
Buffalo Times, *Buffalo, N. Y.*
Milwaukee Journal, *Milwaukee, Wis.*
Walden Typesetting Co., *Chicago, Ill.*
Farthorn Co., *Chicago, Ill.*
Mono-Lino Typesetting Co., *Pittsburgh, Pa.*
J. C. Hall Co., *Providence, R. I.*

THE saving in fuel and dross will pay cost of "Monometer." It is built to last a lifetime.

THE "Monometer" is built in standard sizes of 500, 1,000 and 2,000 pounds and up to 5 ton capacity.

WATER cooled molds mounted on carriages are supplied to meet the requirements of your plant.



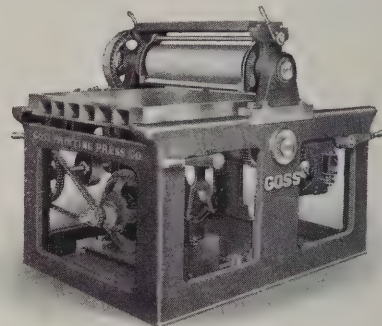
Write for Distributive Catalog "N"

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

"NPJ" ROUND TABLE (CONTINUED)

LINOTYPE EXHIBITION—The Mergenthaler Linotype Co. announces the opening of exhibition and sales rooms in the Pershing Square Building, Forty-Second street, New York, N. Y., directly opposite the Grand Central Station and Hotel Commodore. The accommodations are maintained for the convenience of resident and visiting printers and publishers, who are cordially invited to make them their headquarters while in New York. Demonstrators are always on hand. Trips about town are arranged for visitors and other services rendered.

WET AND DRY, OR WET ONLY—The Goss No. 45C quickly demonstrates its combination features. The cut shows this machine equipped with 5 h.p., 2-speed silent chain drive motor outfit. It allows a forward bed travel in either $7\frac{1}{2}$ seconds for wet or $22\frac{1}{2}$ seconds for dry mat rolling, the return being always $7\frac{1}{2}$. For wet mat work only, a single-speed 3 h.p. outfit is recommended. For wet mat work, also, drive by belt from overhead line-shaft is useful. The bed allows the chases to be run either crosswise or lengthwise, any time. The weight is about 5,600 pounds, and the No. 45C is 6 feet long by 5 wide and 4 ft. 5 in. high. A feature: The Goss patented stretching roller (see picture, over bed) producing dry mats without wrinkles.



MATRIX ROLLING MACHINE
Goss Combination Wet and Dry, No. 45C
With Motor Equipment

CAUSES OF WORK-UPS—"Poor justification," says *Printers' Album*, Challenge Machinery Co., "of a form is undoubtedly the most frequent cause of work-ups on the press, but there are other causes: Printing plates in the form which are not square and vertically true on all sides; printing plates in the form which are warped; type-matter and plates locked too tightly in the chase; a form that is not locked sufficiently to hold everything tight; the use of old, wood furniture in the lock-up which is not accurate; chases that are springy and which easily bend out of shape by pressure of the quoins; chases which are warped so that they will not lie flat on the bed of the press; old and dirty type mixed with new in the form; hand-set type in the same form with poor machine composition."

THE PHILADELPHIA INQUIRER, building a new plant, has ordered a full battery of C. & G. Trimmers, according to an announcement just made.

MANUFACTURING; SERVICE

WELL-KNOWN SALESMAN APPOINTED—P. V. Jones, Cleveland, sales manager of the Cleveland Folding Machine Co., announces the following appointments: M. S. Burroughs manager Chicago district, 532 South Clark street, covering Northern Indiana, Southern Wisconsin, Northern Illinois, and Chicago; G. R. McNear, Minnesota, Iowa, Kentucky, and portions of Wisconsin, Illinois and Indiana; W. L. Cofren, St. Louis, Kansas City, Topeka, Omaha, Denver, El Paso, Houston, San Antonio, Ft. Worth, Dallas, Little Rock and intervening cities. A New Orleans storeroom and demonstration office has been opened at 533 Carondelet avenue, R. H. Gonzales, in charge of sales.

VANDERCOOK'S NOVEL RECORD—Vandercook & Sons, Chicago, have accomplished an unusual bit of research work, a record of recent installations of their rigid bed composing room presses, giving the press serial number, name of printer using, and city in which operated. There are 83 cities in the States, 18 in the British Isles, and others in Canada. The Canadian Government Printing Bureau is on the list.

(CONTINUED ON PAGE 36)

“Well begun is half done”



Gardiner Metal Starts You Right

THE ultimate appearance of your newspaper depends largely upon the quality of your linotype slugs. Gardiner Linotype and Stereotype Metals are standardized in purity, content and as to method of alloying. This insures clean-cut linotype slugs and stereotype plates.

*Gardiner's
Is Fine
Type Metal*

*Many metropolitan newspapers
use Gardiner Metals exclusively*

Gardiner Metal Company

Established 1901

1356 West Lake Street, Chicago, Ill.



HUBER'S INKS

Quality
that
Never
Fails

Huber's Colors in use since 1780

J. M. Huber, Inc.

U. S. Branches:
ALL PRINCIPAL
CITIES

Manufacturers
130 W. 42d St., New York

Foreign Agencies:
LONDON PARIS
TORONTO

"NPJ" ROUND TABLE

(CONTINUED)

SERVICE AGAIN EXTENDED—The Ludlow Typograph Co., Chicago, has announced a New England District office and a new Southern District office, in the interests of service to its field. There are Ludlow-equipped newspaper and job printing plants in every part of America and in many foreign cities. District offices in New York and San Francisco were established some years ago. The New England quarters are in the Cummings Bldg., 261 Franklin St., Boston, Mass., and conducted under P. I. Robbins, recently appointed New England District Manager. A complete demonstration equipment is maintained. Mr. Robbins is not only a Ludlow man, having been on the service staff of that company for some time, but also a native of New England. As a boy he sold



M. HOWARD

papers for F. A. Bayrd, Malden (Mass.) *Evening News*, who is an enthusiastic Ludlow user. His more recent work was in the middle west. He is an expert on composing room problems. The Ludlow Southern District Office is at 312 Palmer Bldg., Atlanta, Ga., with Murray Howard, widely known in the South as manager. He began his newspaper career in Atlanta, thence going to Birmingham and other cities. A connection with a leading news service made him acquainted in practically every newspaper in the South. The appointment of Virgil V. Evans, as sales manager of the Ludlow, was announced in the February "NPJ." The Ludlow Typograph Company will continue to maintain its Pacific Coast headquarters at 303 Hearst Building, San Francisco, with H. G. H. Buckner, District Manager, and its Eastern District headquarters at 606 World Building, New York, with William F. Mulcahy, District Manager. The office of the Canadian representative, Clay A. Wellman, is in the Harland Smith Bldg., Toronto. In addition the company maintain agencies in Latin America, England, Australia and other parts of the world.



P. I. ROBBINS

PLATEN IS STATIONARY—From Howard D. Salins-Golding Printing Machinery, Chicago, the following information is at hand concerning the press here illustrated, involving a number of unique features: The platen is stationary at all times, and the "bed," where the chase is locked on, moves and makes the impression by touching the platen on which the paper or other object to be printed is fed. Odd forms, novelties and advertising matter, demonstrations show, are readily imprinted. A table built flush with the platen has been used, and can easily be provided if desired, and very large forms having imprints 8x12 or less, conveniently handled. Many other unique features are brought out. A 1/6th h. p. motor or an overhead fixture drives this press, capable of 3,500 impressions mechanical speed per hour. One user advises "NPJ" that the "Official" is peculiarly desirable for imprinting on drawings, blue prints, large cardboard, rubber goods, etc.

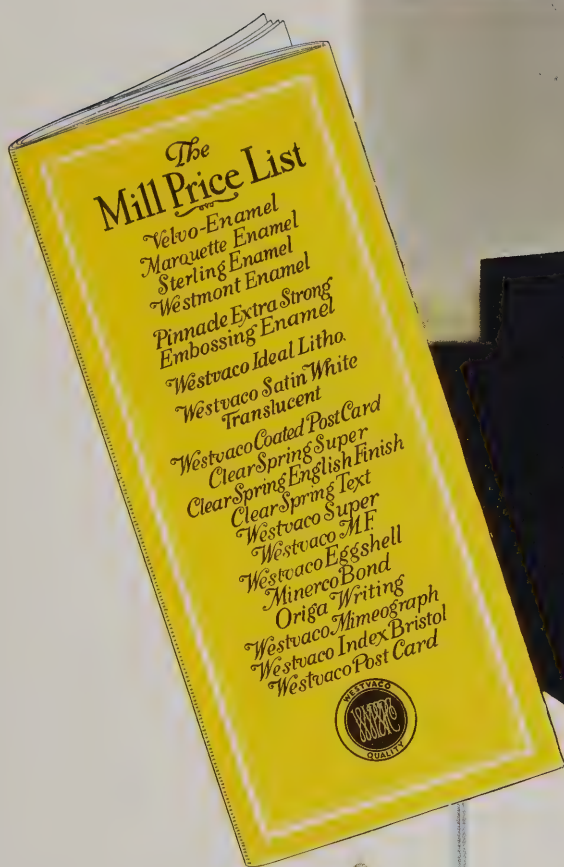


OFFICIAL POWER
IMPRINTING PRESS

No. 12B, 8 1/4 x 12 1/2

The specifications: Fly-wheel, 23 1/2 in. diam., 1 1/4 in. rim face; flywheel to impressions, 4 to 1 rev.; motor pulley size, 1 3/4 in.

(CONTINUED ON PAGE 37)



NO LABORATORY test is overlooked that might even in the slightest degree improve the appearance and printability of *Westvaco* Brand papers and card stocks.

WEST VIRGINIA PULP & PAPER COMPANY • NEW YORK AND CHICAGO

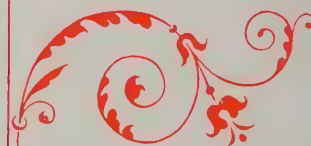
See Reverse Side for List of Distributors

THE MILL PRICE LIST

Distributors of Westvaco Mill Brand Papers
Manufactured by West Virginia Pulp & Paper Company



<i>Atlanta</i>	The Chatfield & Woods Co.	<i>Nashville</i>	Graham Paper Co.
<i>Augusta, Me.</i>	The Arnold-Roberts Co.	<i>New Haven</i>	The Arnold-Roberts Co.
<i>Baltimore</i>	Bradley-Reese Co.	<i>New Orleans</i>	Graham Paper Co.
<i>Birmingham</i>	Graham Paper Co.	<i>New York</i> . Beekman Paper and Card Co., Inc.	
<i>Boston</i>	The Arnold-Roberts Co.	<i>New York</i> . West Virginia Pulp & Paper Co.	
<i>Buffalo</i>	The Union Paper & Twine Co.	<i>Omaha</i>	Carpenter Paper Co.
<i>Chicago</i>	Bradner Smith & Co.	<i>Philadelphia</i>	Lindsay Bros., Inc.
<i>Chicago</i>	West Virginia Pulp & Paper Co.	<i>Pittsburgh</i>	The Chatfield & Woods Co.
<i>Cincinnati</i>	The Chatfield & Woods Co.	<i>Portland</i>	Blake, McFall Co.
<i>Cleveland</i>	The Union Paper & Twine Co.	<i>Providence</i>	The Arnold-Roberts Co.
<i>Dallas</i>	Graham Paper Co.	<i>Richmond</i>	Richmond Paper Co., Inc.
<i>Des Moines</i>	Carpenter Paper Co.	<i>Rochester</i>	The Union Paper & Twine Co.
<i>Detroit</i>	The Union Paper & Twine Co.	<i>Sacramento</i>	Blake, Moffitt & Towne
<i>El Paso</i>	Graham Paper Co.	<i>St. Louis</i>	Graham Paper Co.
<i>Houston</i>	Graham Paper Co.	<i>St. Paul</i>	Graham Paper Co.
<i>Kansas City</i>	Graham Paper Co.	<i>San Francisco</i>	Blake, Moffitt & Towne
<i>Los Angeles</i>	Blake, Moffitt & Towne	<i>Seattle</i>	American Paper Co.
<i>Milwaukee</i>	The E. A. Bouer Co.	<i>Tacoma</i>	Tacoma Paper & Stationery Co.
<i>Minneapolis</i>	Graham Paper Co.	<i>Washington, D. C.</i>	R. P. Andrews Paper Co.
	<i>York, Pa.</i>		R. P. Andrews Paper Co.



"NPJ" ROUND TABLE (CONTINUED)

NEW CIVILITE TYPE SERIES—By the American Type Founders Company, a "present-day interpretation of the quaint charm of the writing of the Sixteenth Century Calligraphers, freely rendered with an eye to legibility and usefulness." *Civilite Ornaments* are also shown in the charming announcement.

MOULD THEIR OWN MATS—The American Flong Co., New York City, announces after research that 1458 publishers now mould their own mats. Many of them are molding on proof or hand presses, releasing type and standing jobs.

LUDLOW POPULARITY GROWS—The Edinburgh (Scotland) *Scotsman*, and the Sheffield (Eng.) *Telegraph* have recently installed complete Ludlow Typograph equipments. A large number of American newspaper plants are putting in the equipment at present.

FRANK V. BARHYDT, the former general sales manager of the Miller Saw Trimmer Co., has organized Frank V. Barhydt & Co., Transportation Bldg., Chicago, to handle products and services sold to printers.

JACK BERKOWITZ has joined the New York City sales organization of the Ludlow Typograph Co., of Chicago, covering Brooklyn and Long Island. He was formerly with the Multicolor Sales Co.

INTERTYPE CORPORATION—Offices removed from 50 Court St., Brooklyn, N. Y., to 1440 Broadway, New York City.

GREENE MFG. CO., Racine, Wis., has purchased Charles L. Moyer & Co., manufacturers of wire stitching machines.

SUPERIOR AUXILIARY SAW—Announced by Barnhart Bros. & Spindler.

SOME GOSS FEATURES—The No. 69-E tips net 800 pounds, and requires only 32x44 in. floor space, but with ample capacity, easy and "fool-proof" operation and unusual accuracy.

Here are findings of demonstration tests: One of the two casting members remains in vertical or pouring position, while the other member, perfectly balanced, is moved upwards to the pouring position, with noticeably little effort. There is a new design lock-up bar, allowing for quick changes when regulating the thickness of casts. Positive lock-up is secured at four points on the box by a simple movement of only one lever. The side gauges and footstick are of machine steel in one piece and hinged in the box. Less than full-width casts are easily made through use of the adjustable locked gauge for that purpose. The No. 69-E is equipped with roller bearing castors, and furnished for either 7 or 8 column width casts, with either cored or solid back, or both. Base and thin shell gauges can be provided; type-high gauges are furnished with each equipment.



GOSS FLAT CASTING BOX (OPEN)
The Self-Balanced, Quick Lock-Up,
No. 69-E

Base and thin shell gauges can be provided; type-high gauges are furnished with each equipment.

AUTOMATIC PLATEN PRESS FEEDERS—Clyde L. Skinner, Philadelphia, Miller Saw Trimmer Co., to the Quaker City's Craftsman's Club, in a review of the remarkable progress in these directions since 1860, to the present Klymax, Miller and others: "It can safely be predicted that future efforts will be in the direction of marketing complete machines rather than attachments to already manufactured presses. This, however,

(CONTINUED ON PAGE 38)

THE
"E-Z"
CUTTER

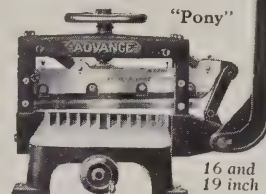
Leader
for over
30 Years



Knife has the powerful
"Shear" or Dip Cut

Note Natural
Position of Lever,
Knife Down

Advance Cutters



16 and
19 inch

Advance Lever Paper Cutters are made in five sizes, from the 16- and 19-inch "Pony," with or without iron stand, to the sturdy 23¼, 26¼ and 30 inch sizes illustrated above

Send today for full information regarding Advance Cutters and ask for literature describing any of the following machines and utilities used throughout the world in the Graphic Arts:

- Diamond Power Paper Cutters
- Lee Two-Revolution Cylinder Press
- Hoerner Combination Type-High Machine
- Challenge Addressing Machine
- Mercantile Addressing Machine
- Sieber Adjustable Hand Punch
- Challenge Proof Presses
- McGreal Combination Printers' Chases
- Challenge Labor-Saving Iron Furniture
- Challenge Mammoth Iron Furniture
- Challenge Notched Iron Furniture
- Challenge Semi-Steel Imposing Surfaces
- Challenge Pressed Steel Galleys
- Challenge Rigid Rim Galleys
- Challenge Iron Sectional Blocks and Hooks
- Challenge Type-High Gauges
- Challenge Quoins and Keys

The Challenge Machinery Co.

GRAND HAVEN, MICHIGAN
Chicago, 124 S. Wells St. New York, 220 W. 19th St.

An Unusually Fine Outfit For Sale

Plant of

ALBANY, N. Y. EVENING JOURNAL

The Albany Journal having been sold to The Evening News through the agency of Palmer, Dewitt & Palmer, the entire mechanical outfit has been placed in our hands for sale.

Hoe Sextuple Web Press with complete stereotype equipment.

2 Model 8 Linotypes

2 Model 9 Linotypes

1 Model 17 Linotype

5 Model 1 Linotypes

1 Model C Intertype

1 Linotype Slug and Border Caster

1 Ludlow Typograph with 4 matrix cabinets

Complete outfit of Hamilton Steel cabinets, desks, tables, etc.

Furniture of editorial and business departments, desks, safes, typewriters, etc.

This entire equipment (with a few exceptions) was purchased new in 1918 or later, and is in fine condition in every respect.

Agent at plant daily.

For list of equipment and further details, wire or write

BAKER SALES COMPANY

200 Fifth Avenue, New York

PALMER, DEWITT & PALMER

350 Madison Avenue, New York

"NPJ" ROUND TABLE

(CONTINUED)

does not indicate that the era of the platen feeder is at an end, for it is not. Just so long as new printing plants come into being, just so long will the hand fed press be bought and used. This for the reason that the printer with limited purse can begin operating with it and then as his plant grows he will add an automatic feeder for the press. Then there will come a second automatic to accompany the first, one operator supervising the operation of both machines. Ultimately, as progress is made, still faster equipment will be sought and found in complete machines."

ACCOUNTING KINKS

JUST FOR COMPARISON—The February *Supplement, U. S. Official Postal Guide*, pointing out the importance of accounting in postoffices, and of accuracy in the work, says (in Mr. New's own department in the issue):

It has been brought to my attention that 19 out of the first and second class offices which render their accounts direct to the department conducted their accounting during the whole of the fiscal year 1924 without a single error of any description in either their postal or money order accounts. Many other postmasters have nearly as good records. One failed only in a single entry which involved an error of only 1 cent. It is obvious, however, that to reach the standard of absolutely perfect accounting for a whole year requires great efficiency and care, both on the part of the postmaster and of the employees in his office concerned with the preparation of the accounts, and it is accordingly considered proper to publish to the service the names of the post offices where this record has been established.

Compensation grade

Milford, Mass.	\$3,000
Monessen, Pa.	3,000
Wellsville, N. Y.	2,900
Brookville, Pa.	2,900
Clay Center, Nebr.	2,800
Ellenville, N. Y.	2,800
West Plains, Mo.	2,700
Lancaster, N. Y.	2,700
Deadwood, S. Dak.	2,700
Whitesboro, N. Y.	2,600
Lepark, Pa.	2,600
Yonges Island, S. C.	2,600
Pulaski, Tenn.	2,600
Eureka, Ill.	2,500
Covington, La.	2,500
Depew, N. Y.	2,500
Hamburg, Pa.	2,500
Ashburn, Ga.	2,400
White Bear Lake, Minn.	2,300

◆ ◆ ◆

DATES FOR PUBLISHER-PRINTERS

March

INTERSTATE CIRCULATION MANAGERS' ASSOCIATION, 23-24, Altoona, Pa.

OREGON NEWSPAPER CONFERENCE, 13-14, University of Oregon, Portland.

April

SOUTHEASTERN MASTER PRINTERS' FEDERATION, 6-7, Atlanta, Ga.

MAY

NATIONAL ASSOCIATION OF EMPLOYING LITHOGRAPHERS, 19, Briarcliff, N. Y.

ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES, 10-14, Houston, Tex.

ASSOCIATED ADVERTISING CLUBS OF THE WORLD, 10-14, Houston, Tex.

June

TEXAS PRESS ASSOCIATION, 18-20, Tyler.

ALABAMA PRESS ASSOCIATION, 18, Foley.

NATIONAL EDITORIAL ASSOCIATION, 1-3, Richmond.

MIDWEST CIRCULATION MANAGERS' ASSOCIATION, 8, Colorado Springs, Colo.

INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION, Colorado Springs, Colo.

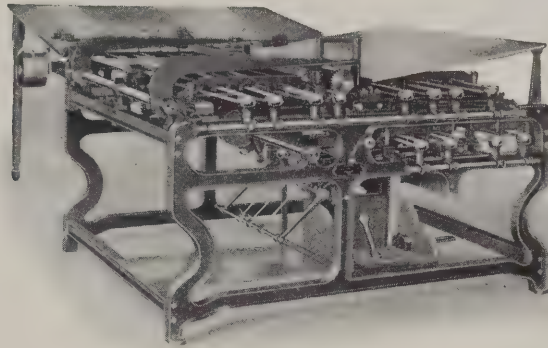
CANADIAN WEEKLY NEWSPAPER ASSOCIATION—City of Winnipeg.

July

SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION, 6-8, Asheville, N. C.

(CONTINUED ON PAGE 40)

MENTGES No. 2 NEWSPAPER FOLDER



Mentges Newspaper and Periodical Folders represent a manufacturing ideal—real folding machine service at minimum cost.

Mentges Folders are not experiments. Hundreds are in operation in Newspaper Plants throughout the country. The No. 2 machine shown in the illustration has been continuously manufactured since 1916.

This machine is accurate, efficient, easily adjusted and very substantial. Will handle periodicals as well as Newspapers. Very moderately priced. The ideal installation for the smaller Newspaper Offices.

There is also a complete line of Mentges Circular, Job and Book Folders, ranging in size from 12½ x 19" to 25 x 38"

Write for full details.

THE MENTGES FOLDER COMPANY
SIDNEY, OHIO

"BUILDERS OF PROFITABLE FOLDING MACHINERY"

*G*AUGING THE THICKNESS OF WORK
AUTOMATICALLY ADJUSTS ALL PARTS

The BOSTON WIRE STITCHERS

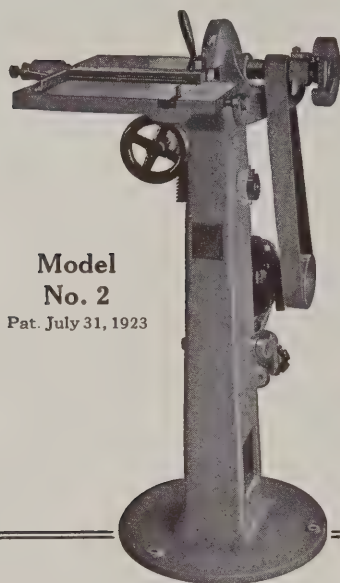
alone have this important time-saving feature. Every "Boston" model was designed to simplify the operator's efforts and to make easy adjustments that are usually troublesome, and in some cases dangerous. Work may be changed on "Bostons" at will without expert supervision. Feed, cutter, work table and driving mechanism respond in unison to this simple gauging feature.

BOSTON WIRE STITCHERS, STAPLE BINDERS, WIRE, STAPLES AND PARTS
ARE CARRIED IN STOCK BY ALL SELLING HOUSES

American Type Founders Company

GENERAL SELLING AGENT

Sold also by Barnhart Brothers & Spindler, and in Mexico and South America by National Paper and Type Co.



Model
No. 2

Pat. July 31, 1923

Shipped
Ready
for Use

Now—

The Philadelphia Inquirer

orders a battery of C. & G. Trimmers to be installed in their new, fine plant. Their executives know from experience that to get the most out of a machine it must be built without involved mechanism, and yet contain the essential precision features found only in the



[SAW AND MITERING MACHINE]

Safety, speed, convenience and durability were the determining factors in selecting the C. & G. Trimmer. Price was not considered, and yet it costs less.

Large and small plants all over the country are now buying Trimmers in preference to other makes of saws. There's a reason. Why not investigate?

Just drop us a card and we will send you complete specification sheets, price list, illustrations, etc.

Cheshire & Greenfield Mfg. Co.
538 South Dearborn Street, Chicago, Ill.

"NPJ" ROUND TABLE (CONTINUED)

August

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN, 10-12, Omaha, Neb.

September

VIRGINIA PRESS ASSOCIATION, 10-12, Clifton Forge.

October

NATIONAL ASSOCIATION OF STATE PRESS MANAGERS, St. Louis, Mo.

UNITED TYPOTHETAE OF AMERICA, 19-24, Edgewater Beach Hotel, Chicago.

DIRECT MAIL ADVERTISING ASSOCIATION, 28-20, Boston.

FEBRUARY 1926

NEBRASKA PRESS ASSOCIATION, 18-20, Hastings.

ASSOCIATION PROGRESS

ONE FOR ALL, ALL FOR ONE—The Pennsylvania Editorial Association, the Pennsylvania Associated Dailies, and the Pennsylvania Weekly Association have merged into the *Pennsylvania Newspaper Publishers' Association*, with John L. Stewart, *Washington Observer and Reporter* as president, Charles B. Spatz, *Boyetown Democrat*, as vice-president, and Howard Reynolds, *Quarryville Sun*, secretary-treasurer. Permanent headquarters and a paid managing director are included in the plans. (EDITOR'S NOTE: This will have to be done in other states. It does not involve putting any local or divisional groups out of business. *A local, state and national association for every publisher, and a continental council*—that's our view, and hope.—J. L. M.)

FOR PRINTSHOP NUTS—"Consider the Acorn," says a postcard announcing a meeting of the *Northeast Nebraska Editorial Association*. "It is only a Nut, yet when it falls from the trees it has wrapped up in its shell an unalterable resolution to produce an oak tree! It is only a nut, but it never produces a string bean vine, a lemon tree or a huckleberry bush. It is only a nut but it specializes. Therefore, we invite all *PRINTSHOP NUTS* in Northeast Nebraska to attend the annual meeting at West Point. . . . Mark down the date and come with an idea that will help the other fellow." Signed by O'Furey of Hartington.

BIG PRINTING SCHOOL—The New York (N. Y.) Board of Education is perfecting plans for a new institution.

UREY WOODSON, publisher of the Owensboro (Ky.) *Messenger*, known throughout the South, has been elected executive vice-chairman of the *American Publishers' Conference* with headquarters at Washington, D. C., in the Investment Bldg.

NEWSPAPER CONTESTS

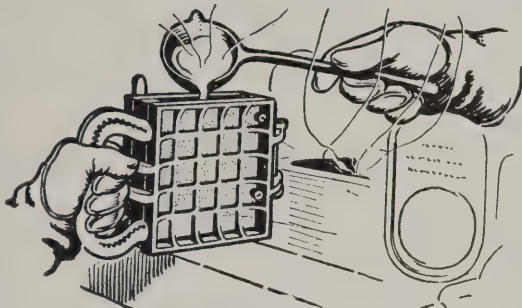
CAPITALIZES WINNING OF PRIZE—When the Winamac (Ind.) *Republican* won a silver trophy cup in a state contest for excellency of news value and typography, it ran a picture of the cup and a story on the way it happened to win it.

WISCONSIN BREAKS RECORD—With 207 exhibits from 135 weeklies, the Wisconsin Agricultural College-Wisconsin Press Association newspaper contest recently ended in the following first awards: Best Front Page, under 750 population, *Waterford Post*, Miller & Merrill; population 750 to 1,500, *Walworth Times*, Frank J. McKay; population over 1,500, *Rice Lake Chronotype*, A. Ender. Community Building Editorial Pages, Fort Atkinson *Democrat*, C. C. Nettesheim; Farm News Service, *Waterloo Courier*, J. L. White.

ASSOCIATED OHIO DAILIES—Local News (Under 25,000 pop.), first, *Bellfontaine Examiner*; Editorial Page, *Marietta Register*; front page, *Dover Reporter*.

(CONTINUED ON PAGE 42)

The Biggest Newspaper "BUY" on the Market!



Casts right from your Linotype

OR you can get a full Half-Page Casting Box, a Motor-driven Saw or a big, handsome Mat Filing Cabinet and Layout Table with the combination of these two Services. Full details without obligation.

BONNET-BROWN issue the following Services:

General Ad Service	Cartoon & Comic Strip Service
Photo Feature Service	News Feature Service
Department Store Service	Furniture Store Service
Men's Store Service	Shoe Store Service
Merchant's Service	Community Campaigns

BONNET-BROWN
Pony Advertising Service

AND

Jr. Newspaper Feature Service

(Only Feature Service built that actually MAKES MONEY)

With the Handy

Lino-Caster Free!

(Every mat in both Services can be cast on the Lino-Caster)

AND—IN ADDITION, we give you a 12-page Community Boosting Campaign that will bring you from \$400 to \$1,000 in cash business—IMMEDIATELY.

Here's a powerful combination that means more business, more money and more success for your paper. Specially built for country papers—weeklies, semi-weeklies and small dailies.

You'll be surprised at the LOW PRICE!

Write for particulars—No Obligation.

THE
BONNET-BROWN CORPORATION
157 East Superior Street CHICAGO, U. S. A.

The Automatic Feed with the Human Motion on the BAUM FOLDER is Breaking Production Records Everywhere

Landis Press, Harrisburg, Pa., writes—"One girl folds 50,000 to 52,000 sheets (3 folds each—150,000 folds) every 8 hr. day."

Try out one on your own work

CUT hand-folding COSTS 90% and get your folding AS you WANT it, WHEN you WANT it.

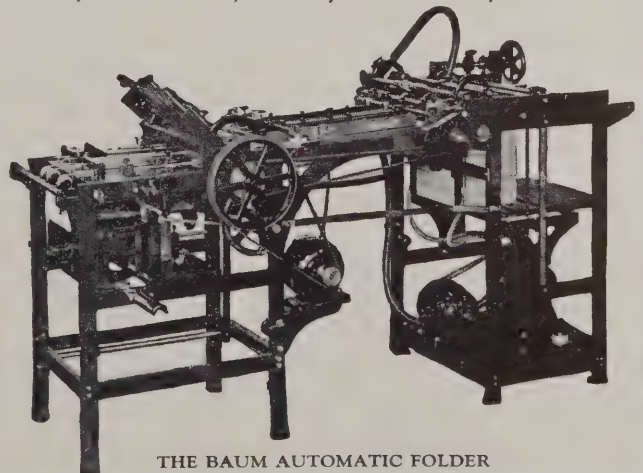
It returns entire investment in 1 to 4 weeks' use.

It is SIMPLE, COMPACT, SPOILAGE PROOF and VERSATILE.

RUSSELL E. BAUM

615 Chestnut Street :: Philadelphia

Branches or authorized dealers in 37 cities



THE BAUM AUTOMATIC FOLDER

Johnsonized



We are printing below extracts from letters recently received from purchasers of Johnsonized Machinery. They tell the story of the service that we try to give with Johnsonized Machinery.



From the *Osceola County Tribune*. Sibley, Iowa.

We are sending you by this mail the broken part on our C. B. Cottrell & Sons 6 col. quarto press, No. 5253. This is the cog which runs on the bed of the press to the roller vibrator. We got by very nicely on the first run last night without it and hope to be able to get the paper out on the press to day.

The press was bought from you in 1909 and this is about the only break to amount to anything during the entire run, and it has been used a lot.

Please get the part out to us as soon as possible.



From *The Sawyer County Gazette*.

Winter, Wis. Jan. 31st, 1925.

As a manner of expressing my appreciation to your concern, I am submitting this letter to you thanking you for the valued courtesies extended me through your representatives.

In having a Johnsonized Cylinder Press installed for service in the Gazette office, everything has come up to or surpassed my expectations.

With a quarter century to my credit in the printing game I feel that I can competently state at this time that the press has been substantially rebuilt, and quickly understand why you can unhesitatingly guarantee your machines in the manner that you do.

The other favors extended to me through your expert erector will also mean much to this office in the way of greater efficiency and other matters.



C. I. Johnson Mfg. Co.

Independent Printer's Supply House

Get the complete new list of Johnsonized machinery for the Printer, Binder and Typesetter.

Saint Paul, Minnesota



"NPJ" ROUND TABLE

(CONTINUED)



CORNELL (AGRICULTURAL COLLEGE) Ithaca, N. Y.—Weeklies, first, Local News: *Patchogue Advance*; Best Editorial Page, *Rhinebeck Gazette*; Typography, *Huntington Suffolk Bulletin*. Dailies: Local News, *Rochester Democrat-Chronicle*; Editorial Page, same; Front Page, same; Farm Page, *Geneva Daily Times*.

INDIANA REPUBLICAN EDITORIAL ASSOCIATION—Dailies: Front Page, *Greensburg News*; weeklies, *Winamac Republican*.

BUCKEYE PRESS ASSOCIATION—Local News (1,200 pop. or less) first, *Cardington Independent*; Editorials, *Circleville Democrat-Watchman*; Makeup, *Archbold Buckeye*. Over 1,200: Local News, *Hillsboro News-Herald*; Editorials, *McConnellsville Herald*; Makeup, *Westerville Public Opinion*.

ELECTIONS : : : APPOINTMENTS

COLORADO EDITORIAL ASSOCIATION—President, John N. Green, *Colorado Springs Farm News*; vice-president, P. R. McDowell, *Julesburg Grit-Advocate*; secretary, George T. Haubrich, *Inter-Mountain Press*.

CENTRAL ILLINOIS PRESS ASSOCIATION—President, P. W. Bast, *Ashland*; vice-president, Norris Goode, *Virden*; secretary-treasurer, T. P. Dunn, *Divernon*.

WEST TENNESSEE PRESS ASSOCIATION—President, C. W. Rooks, *Humboldt Courier-Chronicle*; vice-president, F. R. Ogilvie, *Brownsville States-Graphic*; secretary-treasurer, Alston Simonton, *Covington Leader*.

NORTHERN MINNESOTA EDITORIAL ASSOCIATION—President, H. W. Cutten, *Red Falls Gazette*; vice-president, Grove Wills, *Eveleth Clarion*; secretary-treasurer, A. G. Rutledge, *Red Wing*; chairman executive committee, E. M. LaFond, *Little Falls Transcript*; filling Mr. Wills' advancement, M. R. Benshoof, *Detroit Record*.

INDIANA REPUBLICAN NEWSPAPER ASSOCIATION—President, Herbert C. Willis, *Waterloo Press*; vice-president, J. Frank McDermond, Jr., *Attica Ledger-Tribune*; treasurer, James J. Patchell, *Union City Times*; secretary, Will O. Feudner, *Rushville Daily Republican*.

NORTHERN NEW YORK PRESS ASSOCIATION—President, F. D. Corse, *Sandy Creek News*; first vice-president, W. J. Allen, *Adams Jefferson County Journal*; second vice-president, G. A. Willard, *Booneville Herald*; third vice-president, C. H. Congdon, *Watertown Times*; secretary-treasurer, Floyd J. Rich, *Carthage Republican-Tribune*. Directors: Mrs. T. F. Mannix, *Plattsburg Press*; B. G. Seamans, *Pulaski Democrat*; F. T. Swan, *Potsdam Herald-Recorder*; F. L. Turner, *Malone Farmer*.

INLAND DAILY PRESS ASSOCIATION—President, George D. Lindsay, *Marion (Ind.) Chronicle*; secretary-treasurer, Wil V. Tufford, *Clinton, Ia.*: Vice-Presidents—Canada, H. B. Burgoyne, *St. Catharines Standard*; Illinois, C. C. Marquis, *Bloomington Pantagraph*; Indiana, Chester W. Adams, *Vincennes Commercial*; Iowa, F. W. Woodward, *Dubuque Telegraph-Herald*; Kansas, G. W. Marble, *Fort Scott Tribune-Monitor*; Kentucky, J. L. Roth, *Paducah Sun*; Michigan J. E. Campbell, *Owosso Argus-Press*; Minnesota, Fred Schilplin, *St. Cloud, Times*; Missouri, Wm. Southern, Jr., *Independence Examiner*; Nebraska, E. M. Marvin, *Beatrice Sun*; North Dakota, E. A. Tostevin, *Mandan Pioneer*; Ohio, Zell Hart Deming, *Warren Tribune*; South Dakota, W. R. Ronald, *Mitchell Republican*; Wisconsin, H. L. Davis, *Appleton Post-Crescent*. DIRECTORS—Michigan, E. J. Ottaway, *Pt. Huron Times-Herald*, chairman, 2y; Wisconsin, Frank H. Burgess, *La Crosse Tribune*, 3y; Iowa, S. G. Goldthwaite, *Boone News-Republican*, 3y; Indiana, E. H. Harris, *Richmond Palladium*, 3y; Illinois, A. O. Lindsay, *Quincy Whig-Journal*, 1y; South Dakota, J. H. McKeever, *Aberdeen American-News*, 1y; Ohio, A. Haswell, *Bowling Green, Sentinel-Tribune*, 1y; Minnesota, C. R. Butler, *Mankato Free Press*, 2y; Illinois, John C. Fisher, *Cairo Citizen*, 2y. STANDING COMMITTEES—Labor, Will O. Feudner, *Rushville (Ind.) Republican*, chairman; W. J. Parrett, *Danville (Ill.) Commercial-News*; Paper, E. P. Adler, *Davenport (Ia.) Times*; Postal, H. L. Rogers, *Chicago Daily News*; L. G. Ellingham,

(CONTINUED ON PAGE 44)

Colored and Black INKS

for Every Purpose

FAMOUS
GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

CHICAGO
BOSTON
KANSAS CITY

CINCINNATI
PHILADELPHIA
ROCHESTER
DETROIT

MINNEAPOLIS
DALLAS
MILWAUKEE

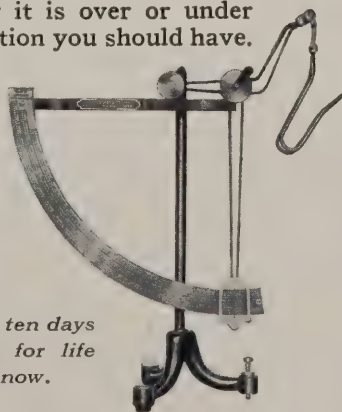
Is Your Print Paper Over or Under Weight?

Newsprint represents the largest single item of expense entering into the production of a newspaper. Are you checking the weight?

The Cady Scale

is a patented instrument which provides a simple and accurate method for testing a small sheet of paper from each roll to determine whether it is over or under weight—information you should have.

With the CADY SCALE you can have a daily report on every roll stripped in your press room.



All goods sent on ten days approval. Write for life size circular now.

E. J. Cady & Company

549 West Washington Blvd. Chicago, Illinois



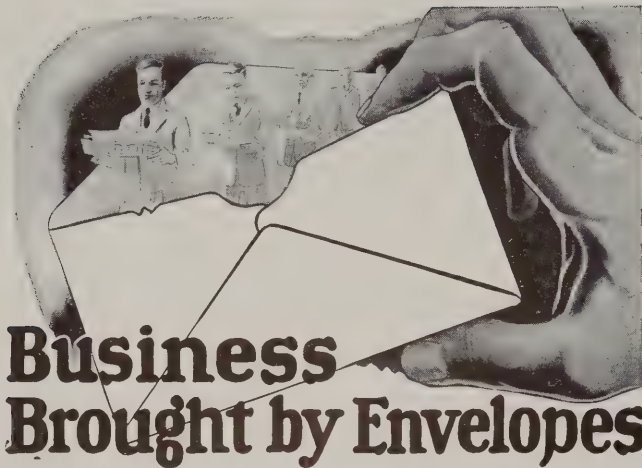
*New classified ads
that won't stick
aren't worth any
more than that
kind of friends*

THE BASIL L. SMITH SYSTEM, INC.

*International Classified Advertising
Counsellors*

Packard Building

Philadelphia

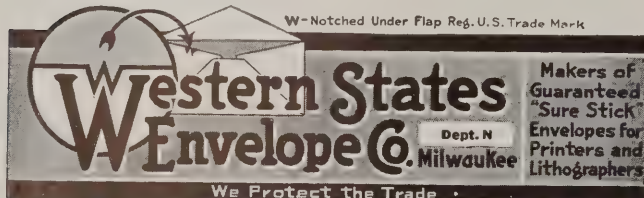


Business Brought by Envelopes

Western States service is constructive service. Its ideas are not confined to simply supplying the envelope needs that arise from your ordinary DEMAND.

It makes envelopes that CREATE new demand—bring you orders—lead to fat and economical press runs that your shop can always use.

Ask for the free Service Book and Price List that show you the way.



For Quick, Effective Results!

Our organization SERVICE will secure for you complete, effective coverage in your trade territory. Our plan will get you more circulation and more money for your circulation than you have ever thought possible.

\$8600 In Cash— 1800 New Subscribers

are the results of our seven week campaign on The Boone County Recorder, Burlington, Kentucky, which ended Saturday night, February 14th, 1925. Burlington is a county seat of less than 200 population—Boone county has a population of 9000—of these 1800 NEW serves 98% were in The Recorder trade territory.

THE ABOVE IS BUT ONE EXAMPLE
OF P. C. C. S. SERVICE.

"Twenty Years doing one thing well"

We particularly solicit small dailies
and county seat weeklies.

PACIFIC COAST CIRCULATION SERVICE

301 Bell Block

Cincinnati, Ohio.

"A Wire Will Save Time."

"NPJ" ROUND TABLE (CONTINUED)

Ft. Wayne (Ind.) *Journal-Gazette*; Zell H. Deming, Warren (O.) *Tribune*; Cost Finding, A. L. Miller, Battle Creek (Mich.) *Enquirer-News*, chairman; C. R. Butler, Mankato (Minn.) *Free Press*; A. J. Wilhelm, Huntington (Ind.) *Press*; A. B. C., C. C. Marquis, Bloomington (Ind.) *Pantagraph*, chairman; Lee P. Loomis, Muscatine (Ia.) *Journal*; Wm. Southern, Jr., Independence (Mo.) *Examiner*; Federal Tax, F. E. Murphy, Minneapolis (Minn.) *Tribune*, chairman; Arnold L. Guesmer, Minneapolis; F. M. Lindsay, Decatur (Ill.) *Herald*; E. P. Hadler, Davenport (Ia.) *Times*; Publicity, George B. Shaw, Dixon (Ill.) *Telegraph*, chairman.

NEW YORK ASSOCIATED DAILIES—President, Henri M. Hall, Jamestown, vice-president, Charles H. Congdon, Watertown; secretary-treasurer, E. S. Underhill, Jr., Corning Leader.

UTAH STATE PRESS ASSOCIATION—President, Dennis Wood, Nephi *Times-News*; vice-president, Will R. Holmes, Brigham City *Journal*; secretary, R. T. Porte, Porte Publishing Co.

KANSAS PRESS ASSOCIATION—President, Jess Denious, Dodge City *Globe*; vice-president, George W. Harmon, Valley Falls *Vindicator*; treasurer, J. H. Barley, Washington *Republican*.

NORTHEAST NEBRASKA EDITORIAL ASSOCIATION—President Mark W. Murray, Pender *Times*; vice-president, C. R. Kukle, Leigh *World*; secretary-treasurer, J. P. O'Furey, Hartington, Cedar County *News*.

CONNECTICUT EDITORIAL ASSOCIATION—President, O. S. Freeman, Watertown *News*; secretary-treasurer, Everett G. Hill, New Haven *Register*; auditor, John E. Hersam, New Canaan *Advertiser*; historian, Everett G. Hill.

SECOND MINNESOTA DISTRICT EDITORIAL ASSOCIATION—President, Mrs. R. L. H. Lord, Wells, *Mirror*; first vice-president, H. E. Swennes, Heron Lake *News*; second vice-president John L. King, Jackson *Pilot*; secretary, H. J. Haydon, Lakefield *Standard*; treasurer, Frank H. Griffith, Good *Thunder*. Executive Committee: Robert Forrest, Lake Wilson; J. E. Reynolds, Mankato.

KENTUCKY PRESS ASSOCIATION—President, Keen Johnson, Lawrenceburg; vice-president, Cecil Williams, Somerset; secretary-treasurer, J. Curtis Alcock, Danville *Messenger*.

LANCASTER COUNTY PUBLISHERS ASSOCIATION—President, H. E. Trout, Manheim *Sentinel*; vice-president, W. D. Marburger, Millersville *Press*; secretary-treasurer, Howard Reynolds, Quarryville *Sun*.

WISCONSIN PRESS ASSOCIATION—President, John A. Kuypers, De Pere *Journal-Democrat*; secretary, Louis H. Zimmermann, Burlington *News-Democrat*; treasurer Merlin Hull, Black River Falls.

PENNSYLVANIA NEWSPAPER PUBLISHERS' ASSOCIATION—President, John L. Stewart, Washington *Observer & Reporter*; vice-president, Charles B. Spatz, Boyertown *Democrat*; secretary and treasurer, Howard Reynolds, Quarryville *Sun*.

TEXAS NEWSPAPER PUBLISHERS' ASSOCIATION—President, F. G. Huntress, San Antonio *Express & Evening News*; vice-president, W. C. Mayborn, Ft. Worth *Press*; secretary-treasurer, A. E. Clarkson, Houston *Post-Dispatch*; commissioner, G. J. Palmer, Houston *Chronicle*.

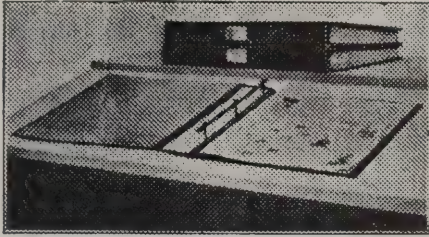
INDIANA DAILY PRESS CLUB—President, George D. Lindsay, Marion (Ind.) *Chronicle*; secretary Prof. T. H. Pearsy, Bloomington (Ind.) School of Journalism, Indiana University; Executive Committee—Thomas McCullough, Anderson *Bulletin*; C. W. Adams, Vincennes *Commercial* (chairman); D. H. Swain, Bluffton *News*; Tom H. Keene, Elkhart *Truth*; Eugene Pulliam, Lebanon *Reporter*.

RHODE ISLAND PRESS CLUB—President, Roy L. Sawin, Warren *Gazette*; vice-president Jonathan F. Comstock, Cranston *News*, and two trade paper men, rec. secretary, Edwin A. Noyes, Wickford *Standard*.

(CONTINUED ON PAGE 46)

The Ideal Newspaper File

*Used by Newspapers,
Agencies and Advertisers*



Hoppinger's Newspaper File Has These Advantages

Easy to use. Takes only a few seconds to insert newspapers. No lacing. No holes to punch. No measuring. No chance for it to go wrong.

Will hold papers to a thickness of three inches or more and permit ALL of any page to be easily read.

No sharp corners or exposed metal to scratch furniture or clothes.

And the covers lay flat when opened!

\$4 each. Less in quantities of six or more.

Ask us to send one on approval.

Hoppinger File Company

118 St. Claire Ave., N. E.

Cleveland, Ohio

Binders for all publications our specialty.

ONLY 11c A DAY



A Power Punching Machine

complete with electric motor of suitable voltage, dies, gauges, stand and 54 inch collapsible table. Built to deliver permanent service on any kind of round or loose leaf holes, we call this our

Nelson Junior Model

Less Expensive Than a Foot Power Punch

C. R. & W. A. NELSON, Inc.

227 N. Michigan Ave.

Chicago, Ill.

Don't "Try" Another Feeder
When You Know

The Margach

Will Make Good



Advantages

Low priced as compared to value; greater production; perfect slugs; economy in consumption of gas; uniform temperature of metal; great saving of time in repigging and feeding; 10-year guarantee; never out of order; no overheating or leaking; simply constructed; no trouble to operate.

*A Trial Will Convince
You*

MARGACH METAL FEEDER

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price \$75.00 Each

Additional molds \$2.00 each
Watercooled Molds: set of 4, \$100.00;
set of 6, \$150.00.

MARGACH MANUFACTURING COMPANY
213 Centre St., New York City



SOME OF THE USES of the Cadillac Portable Electric Blower

Equipped with Norma Ball Bearings Requires no oiling

"We use it on press folder to get the 'paper dust' out, and find it O. K."

"We use it to keep dust out of our type cases."

"We use it to blow dust from the keyboards, magazines and motors."

"We use it to keep our electric motors clean and efficient."

"After the linotype machinist and pressman are through with it, our janitor uses it to remove dust and dirt from radiators and other places difficult to clean in ordinary way."

*Descriptive folder giving price, names
of users, etc., supplied on request.*

CLEMENTS MFG. CO.

616 Fulton Street

Canadian Factory: 81 Duchess St., Toronto

Chicago



Don't "Pig" Metal

MONOMELT
SLUG FEEDER

Has eliminated the metal furnace successfully in large and small plants. Satisfaction guaranteed. Write for free trial offer.

PRINTERS MANUFACTURING COMPANY
706-16 Palace Bldg., Minneapolis

YOUR MAILING ROOM NEEDS A TYPADDRESSER

(USES LINOTYPE SLUGS)

Electric Driven
Addresses
4000 per hour
direct on
margin of paper

Fully Guaranteed

Sold on
30 days' trial

THE
TYPADDRESSER
COMPANY

916-17 City National Bank Bldg.
Omaha, Nebr.



Mail coupon today

THE TYPADDRESSER CO.
City National Bank Bldg.,
Omaha, Nebr.,

Please send me complete details and prices on the Typaddresser.

Name.....

City..... State.....



"NPJ" ROUND TABLE

(CONTINUED)



FULL-TIME FIELD SECRETARY—The Michigan Press Association, following talks at its annual by Ole Buck of Nebraska, and J. B. Haskins of the Howard City (Mich.) *Record*, received \$3,000 in pledges toward a \$5,000 budget to maintain a full-time field director.

BOOKS : : : PUBLICATIONS

COLLEGE TRAINING FOR THE PRINTING INDUSTRY; *Department of Printing, Carnegie Institute of Technology, Pittsburgh, Pa.*—A statement of courses designed to prepare young men for positions as assistants to managers, superintendents, publicity men, cost accountants, estimators and other work in publishing and printing. It points out the advantages of printing as a career for present-day boys.

BEN FRANKLIN BOOK ENDS—The editor of "NPJ" has achieved a long-cherished wish; namely, to have a set of book ends which would be particularly handy and at the same time "in style" with a certain group of reference books on printing, publishing and editing on his reading table at home. The sculptor is Ewell, and the cast is by Barnhart Brothers & Spindler. Particulars may be had by writing any of the branch houses of the company.

SYNDICATE NEWS SERVICE; *Bonnet-Brown Corporation, Chicago.*—An attractive part of a budget of news-feature and picture service by this concern, just noted by this desk, are unusual feature pages "of interest to advertisers." Many of the other offerings are unique as there things go, especially in being practical and original. (Copies of specimen pages sent free on request.)

ADVANTAGES OF SPECIALLY-PREPARED TYMPAN PAPERS; *By Robert F. Salade, George W. Miller & Co., New York City, N. Y.*—A very instructive and practical little manual. Copies free on request.

UNITED STATES PUBLISHER—H. L. Williamson, secretary of the Illinois Press Association, has so changed the name of the *Illinois Publisher*, its official publication.

LETTERS FROM READERS

TESTIMONIALS FOR "NPJ"

J. E. RICHMOND, *Hanford (Calif.) Daily Sentinel*—"I read every issue of the "NPJ" from cover to cover and enjoy it thoroughly; it is a real medium of useful information to an active newspaper man."

CHARLOTTE LANCE, *Meredith (N. H.) News*—"We have enjoyed your paper this past year and have received considerable help from it. Perhaps because we are crowded for room and have been figuring on building, that we have been especially interested in the blue-prints and layouts of different plants. We have enjoyed the experiences of men who have been successful in their business, and have had several fine ideas from them. Altogether we think the paper worth the renewal and hope the coming year may be a prosperous one for you."

C. A. PORTMANN, *Currie (Minn.) Independent*—"In looking over sample copy sent us, we find therein an article by V. R. Portmann, formerly local editor of the *Independent*, and many other interesting and instructive articles as well. The articles will be well worth the subscription price of 'NPJ' to us, hence we hasten to send enclosed our check."

P. V. DOYLE, *Tyrone (Pa.) Times*—"Enclosing two dollars for subscription. Will you please pardon me for not taking care of the matter sooner. Reason? Man, we've been cashing in on the hints gleaned from 'NPJ' and haven't even had time to take up the cross-word craze! 'NPJ' is filling a real want to real craftsmen in a real way."

(CONTINUED ON PAGE 48)

SPARTAN TYPE METALS



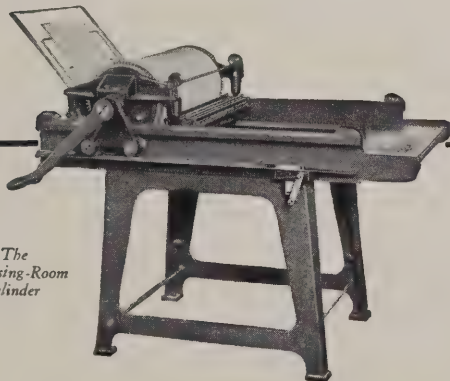
THE PRINTING WORLD
RECOGNIZES THE
SUPERIORITY OF
SPARTAN
AND WE RECOGNIZE
OUR RESPONSIBLE

For
Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositype

All Special Feed Bars

MERCHANT & EVANS CO.
PHILADELPHIA

Since 1866



The
Composing-Room
Cylinder

A PRESS PROOF from a Proof Press

The Rigid Bed Principle of construction used on all Vandercook Composing Room Presses established itself without the aid of salesmen or dealers. We now have greatly increased production facilities and have established points of distribution throughout the country.

PRICES \$120.00 AND UP

Send for partial list of users and description of the machines. All Vandercook machines are accurate machines and there is a model suited to every printing office from the smallest to the largest.

Vandercook & Sons Originators of the
Modern Proof Press
1716-22 W. Austin Ave., Chicago, Ill.

Complete Non-Distribution Is Impossible Without a Stevenson Furniture Mold



**Cast Your Own Space and Base
Just As You Do Your Linotype Slugs**

*Stevenson Furniture Mold
fits any slug casting machine*

Special to "NPJ" Readers

Let us send list of newspaper uses; full particulars and our special offer without obligation.

Manufactured by

Ashton G. Stevenson, Inc.

859 North Franklin St.

Chicago

Excellent Values in Newspaper and Magazine Presses

The following Web Newspaper presses have been acquired by us through consolidation and we offer for immediate delivery, guaranteed to be in good working condition.

Hoe Web Newspaper Press—Suitable for 16 or 32 pages, with color attachment; 23-9/16-in. cut-off; with complete stereotyping equipment.

Scott Web Newspaper Press—Arranged with folder to produce 4-6-8-12 or 16 pages at the rate of 12,000 finished pages per hour; with complete stereotyping equipment.

We also own and offer two **Cottrell** one-color **Web Perfecting Presses**, delivering printed sheet up to 33-in. by 46-in., equipped with 10 H. P. motors. These machines were used for printing McCall's Magazine up to the time the size was changed. Both presses in good condition and available immediately. Wonderful machines for magazine and catalog work.

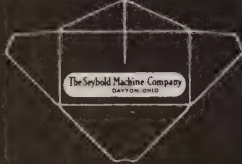
*Send for our bulletin
of current offerings.*

Thomas W. Hall Company

Incorporated

512 West 41st Street, New York

**SEYBOLD
CUTTERS
TRIMMERS
AND
DIE PRESSES**



MADE IN U.S.A.

Cut Addressing Costs

100,000 cards, envelopes, etc., addressed in eight hours with our Automatic Addresser.

Metal addressing plates embossed for \$11.95 per thousand (including plate) ready for service, for our customers.

Addressing machines for every purpose; neat as a typewriter and astonishingly rapid. Upkeep costs less than any system on the market.

POLLARD-ALLING MFG. CO.

Addressing, Mailing and Listing Machines
224 West 19th Street, New York City

SELLING AGENTS FOR

Vandercook Proof Presses

Electric Welded Chases
O. K. Paper Cutting Knives
Perforating Machines
Ortleb Ink Agitators
Folding Machines

Punching Machines
Perfection Quoins
Wire Stitchers
Paper Cutters
Proof Presses

and other Press and Composing Room Equipment

DEALERS IN

New and Rebuilt Cylinder and Job
Presses and Book Binding Machinery

J. Ruesch Prtg. Mach. Co.

MILWAUKEE, WISCONSIN

"NPJ" ROUND TABLE

(CONTINUED)

N :: E :: W :: S

PUBLISHERS GIVES PIPE ORGAN—The Christian Church News, Fairfield, Ill., announces the gift of a new pipe organ to the new edifice of the Christian Church by E. H. Childress, publisher of the Fairfield *Wayne County Press*, and his wife. Mr. Childress is treasurer of the Illinois Press Association.

DAILY WILLED TO EMPLOYEES—The Chicago *Journal*, by the will of John C. Eastman, owner, has come under the management of W. Frank Dunn, president; O. L. Hall, vice-president; Harry L. Spencer, secretary, and H. C. Deuter, auditor, the only obligation being to continue the Eastman policy in conducting the newspaper. The new officials are long-time employees of the *Journal*.

NEW PAPERS, OFFICES, PLANTS

Morrilton (Ark.) Unit.
Encinitas (Calif.) Coast Dispatch.
Ford City (Calif.) News.
Manatee (Fla.) Advertiser.
Mojave (Calif.) Record—R. H. Turner.
Ocean Beach (Calif.) News.
Pasadena (Calif.) Broadcaster.
Willowbrook (Calif.) Weekly.
Otero County (Colo.) Star.
Bradentown (Fla.) Tri-City Morning News.
Springfield (Ill.) Banner.
Linwood (Kans.) News.
Overlea (Md.) Tribune.
Big Fork (Minn.) Times.
Delhi (Minn.) Builder.
Glyndon (Minn.) Red River Valley News.
Willoos Springs (Mo.) Advance.
Burton (Neb.) News.
Cranford (N. J.) Inquirer.
Bronxville (N. Y.) Press.
Dansville (N. Y.) Advertiser.
Dickinson (N. D.) Catholic Banner.
Plymouth (O.) Advertiser.
Texola (Okla.) Herald.
Pittsburgh (Pa.) Graphic.
Aiken (S. C.) Gazette—Walter E. Duncan.
Paris (Tex.) Evening News.
Salt Lake City (Utah) County Progress.
Pound (Wis.) Pound-Klondike News.
Lavoye (Wyo.) Independent.

ATTEND FOREIGN INTERESTS—J. Tilman Hendrick, chairman of the board; Harvey D. Best, president, and M. C. Indahl, chief engineer of the Lanston Monotype Machine Company, are attending a conference in England for the promotion of world sales of Monotype equipment and a closer coordination of the technical work of the American and British Companies. On the eve of their departure the executives of the Monotype home office tendered them a *bon voyage* luncheon.

The CENTER CLIP RELEASE

"Made to fit all makes of cylinder presses"

- "... we recommend them as a good investment"
Boston News Bureau.
- "... the best thing ever put on the machines"
Boston Transcript.
- "... they will pay for themselves double fold"
Camden, N. J., Courier.
- "... your clip release means a clean run"
The Boston Post.

For a demonstration that will prove these statements to you,
write today to

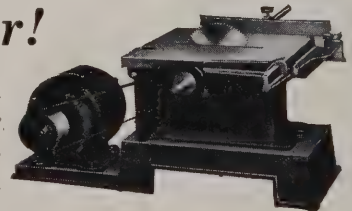
HANNAFORD-YOUNG CO.

P. O. Box 2295

BOSTON, MASS.

Here's the Saw You've Been Waiting For!

A compact, accurate, low-cost machine. Saws lino-type slugs, leads, furniture, reglets, rules, metal casts on wood base, electros, halftones, etchings, etc., does slotting, grooving and outside mortising.



The Boice-Crane Printers' Handisaw

soon repays its moderate cost in time and labor saved. Handles 90% of the jobs of the average shop. Has adjustable pica gauge 60 picas long graduated by nonpareils. Sold with or without motor and base. Cash or time payments. Every machine sold on 10 days' trial. Satisfaction guaranteed. Write today for circular on the Boice-Crane Printers' Handisaw.

Dept.
W.B.&J.E. Boice N.J. 3-A Toledo, O.

TIME SAVED IS MONEY SAVED!

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbings, Tipping or Mounting

SAVES 50 PER CENT IN LABOR

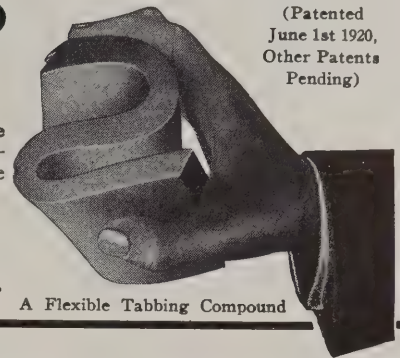
NUREX — The only Non-Inflammable Tabbings Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

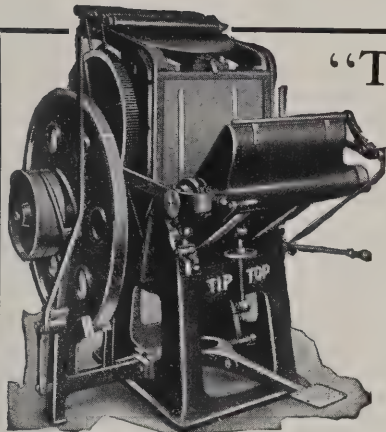
THE LEE HARDWARE CO.

Salina, Kansas, U. S. A.



(Patented
June 1st 1920,
Other Patents
Pending)

A Flexible Tabbings Compound



"TIP-TOP"

The Latest and Most Improved Job Press

Perfect impression, powerful build, noiseless, Speed 1,600-2,100. Throw-off of inking rollers while machine is running. Fine for half-tones.

\$275.00 and up

complete with fountain, power fixtures, etc. Guaranteed prompt supply of parts. Easy terms.

Sizes 9½x13, 10½x15, 14½x18

HOFFMANN
Type & Engraving Co.
124 E. 13th St., New York, N. Y.

Complete Plants for Printers and Book Binders

TYPES THAT TALK

Superior Printing Equipment

WHEN in the market for Type Faces or Typographic Material, write for Specimens of our latest productions. Our modern designs are by noted artists of today and serve most effectively the advertising and commercial printing problems of the present. We are merchants of the best in Printing Machines and furnishers of Complete Equipments and Supplies.

Barnhart Brothers & Spindler

SUPERIOR PRODUCTS since 1868

Chicago Washington, D. C. Kansas City
Dallas Omaha Seattle
Saint Louis Saint Paul Vancouver, B. C.

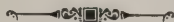
GREETING CARDS

Engraved from Steel Dies so type can be used for adding name.



CALENDAR CARDS

to fit 6¾ Envelope in four colors of stock, furnished with Calendar Steel Die Embossed or printed in the regular way. Send for samples.



AMERICAN EMBOSSING COMPANY

192-96 Seneca Street

BUFFALO, N. Y.

Over the Top

As Our Boys Surmounted Every Obstacle
During the World's War



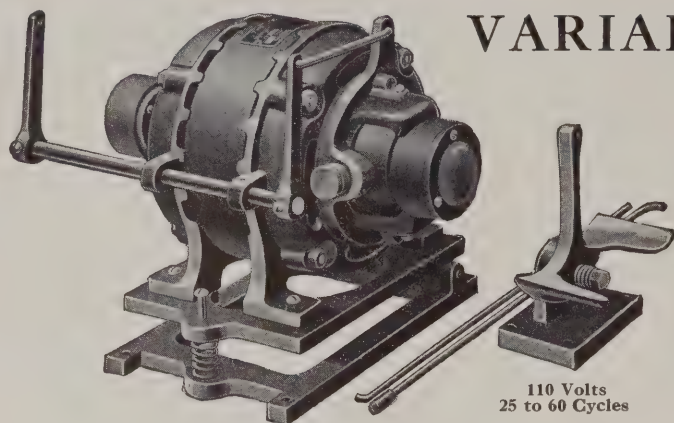
So should the Publishers realize the necessity for close co-operation. By standing shoulder to shoulder every obstacle confronting the printing business can be overcome or mastered.

STEP INTO LINE TODAY

By sending in your Membership to the
National Editorial Association

The cost is only \$3.00 per year.

Make out your check to H. C. Hotaling, Executive Secretary, 131 East Sixth Street, St. Paul, Minn.



VARIABLE SPEED MOTORS for JOB PRESSES

A WARNER variable speed motor will run your job press from the lowest possible speed you may require up to the maximum output of the press.

NO BELTS

Motors are equipped with spring base friction drive and foot control. Motors are shipped out with a complete equipment all ready to attach to press.

BALL BEARINGS

All WARNER Motors are equipped with the finest kind of ball bearings and when once oiled will run at least two years without re-oiling.

Motors are now manufactured for either 110 or 220 volts and from 25 to 60 cycles.

WARNER ELECTRIC CO.
KALAMAZOO, MICH.

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St.,

Milwaukee, Wis.

QUALITY-SERVICE-VALUE

Embodied in All

Standard
Line

TYPE

Point
Set

Manufactured by

Damon Type Founders Co.
INCORPORATED

44 Beekman Street, New York

We Carry in Stock Ready for Immediate Delivery
Chandler & Price Presses, Hamilton Wood and Steel
Equipment, and Everything the Printer Requires.

What Does "ADVERTISING" Mean to Printers?

There is but one place for the printer to learn what Advertising means to his business welfare and that is in

The Printing Art

In the November number, for example, a director of printing for a large New York Advertising Agency rips away the mystery veil of obscurity which has hidden the reasons for the lack of printer-advertising.

There are examples of both good and bad printer-advertising with explanations of faults and suggestions for improvements. You may find answers to some of your own bothersome perplexities.

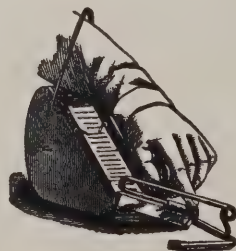
There are other mental stimulants in this 100-page illustrated monthly magazine which is devoted to the development of printing and printed salesmanship, and the price is but 40c (45c in Canada). Send U. S. postage or coins before the limited edition is exhausted.

The Printing Art

Dept. C

Cambridge, Mass.

Near Harvard Square



THE ROBERT DICK MAILER

Reduces mailing expense

Efficient

Light

Inexpensive

Addresses (expert) 8,556 an hour

Beats them all

Leads, others follow

Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer

137 W. TUPPER ST.

BUFFALO, N. Y.

"NPJ" Classified Ads

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, \$1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

FOR SALE—MACHINERY

*** JOB PRINTER STEREOTYPE MATS ***

Instantaneous impression of any form made on a Job Press, Potter or Vandercook proof press or Washington Hand Press. Mat and plate can be made in five minutes.

AFCO Dry Flong***No other like it in the country. Standard package—24 sheets 10x12 AFCO Job Flong Gummed AFCO packing—AFCO molding Blanket and complete instructions*** \$5.00 C. O. D. If it is used for Stereotyping we sell it.

American Flong Co., 202 West 20th St., N. Y. City.

FOR SALE: In our plant sale No. 31, two revolution presses, four linotypes, job presses, power paper cutter, cabinets, the usual assortment of tools, galleys, type and other equipment found in a newspaper and job plant.

Plant sale No. 32. Up to date equipment for a Daily Newspaper with 16 page press, four linotypes, Ludlow equipment, with job plant containing 12x18 with Miller Feeder, 32 inch C. & P. Power Cutter, Punch, Perforator, other jobbers, cabinets, type, etc. It is an advantage to send us your request for quotation on what is wanted before our advertising is mailed to our prospects. You will get the advantage of first choice. PECKHAM MACHINERY COMPANY, (12 years plant specialists), 1328 Broadway, New York City.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

STEREOTYPE WET MATS CURED AND DRY—Made of the best matrix and imported tissue. All that is necessary is to moisten down over night and stack up under wet blankets. Our price is \$12.00 per hundred, 20x24. **SPECIAL INTRODUCTORY OFFER** we will include a Cork Moulder with the initial order of 100 mats. All our Product is Guaranteed. **STAR KEE PROCESS CO.**, 37 Sullivan St., New York City.

NEWS FILE SERVICE

YOU put us on your mailing list. We check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	\$5.00
Daily Six Months	\$7.00
Weekly Twelve Months	\$5.00

We are serving Publishers in all parts of the United States.

Write us for further particulars.
Monmouth Blank Book Co.,

O. J. Forman, Prop.,
Monmouth, Ill.

PRINTERS' ROLLERS

VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

M-24 with Autofede



SPEED!

Up to 4800 an hour
3600 on quality work

with the

M-24

Amazing Profit Producing Job Press

Takes practically all work usually delegated to 10x15's and on many classes of work prints two colors at one impression. All operating adjustments instantly accessible. Write today for illustrated booklet describing the M-24 and Autofede.

LISENBY MFG. CO.

222 N. Wabash Ave.

Dept. D

CHICAGO, ILL.

THE SIMPL-O CASTER

Is a Complete

Stereotype Outfit

Burns Gas or Gasoline

Anyone can operate —
Casts from ordinary
mats. Hundreds of satisfied users. Write for circular describing time-saving equipment for the Publisher.

7250

**SOLD ON
EASY PAYMENTS**

SIMPL-O CASTER COMPANY

PARK BUILDING

CLEVELAND, OHIO

BROADCASTING

A

Money Saving Device

W. C. C. E.

(We Cut Composition Errors)

"We have found that our errors have been reduced about 50% on two of our machines, and 25% on the third, the man on the third machine being a comparatively inexperienced operator."

THE REPORTER, Dover, Ohio.

Particulars on Request.

Matrix Contrast Corporation

33 WEST 42ND STREET

NEW YORK CITY.

Cline-Westinghouse Interchangeable Electric Motor Drive

FITS ANY MODEL TYPESETTING MACHINE
AND IS INTERCHANGEABLE

Write Us for Further Details

CLINE ELECTRIC MFG. CO.

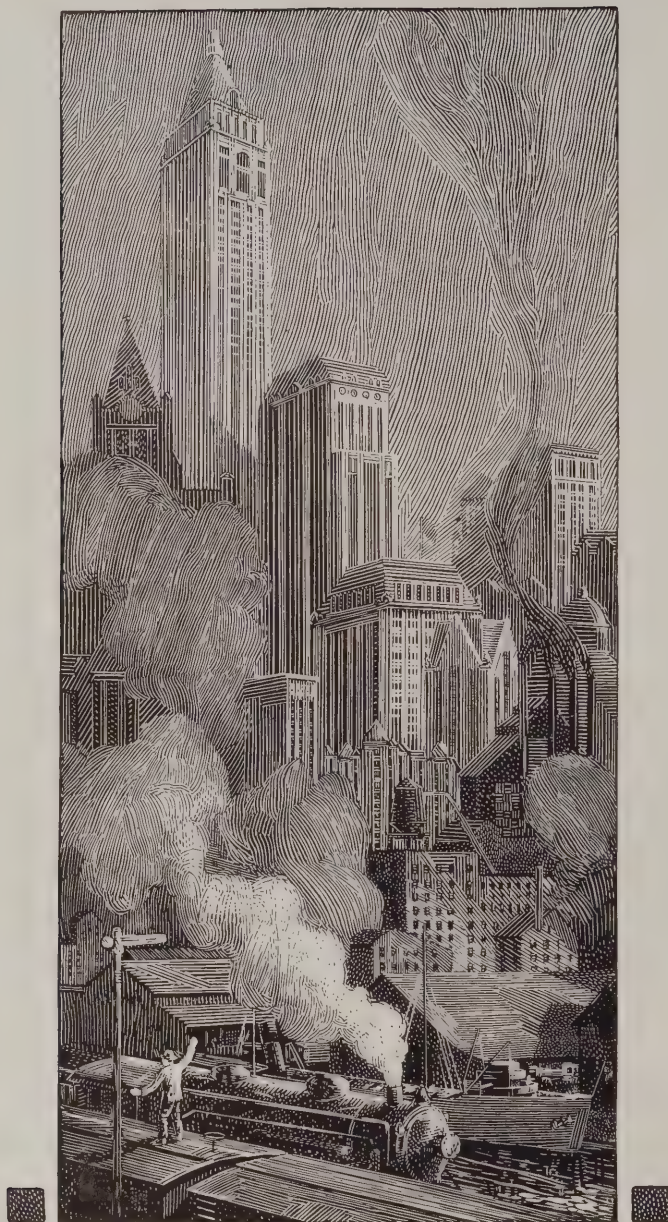
MAIN OFFICE: CONWAY BLDG., 111 W. WASHINGTON ST., CHICAGO

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
SAN FRANCISCO, CAL.



EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK

*Your story
in pictures
leaves
nothing
untold*



*Premier
perfect plates
tell
the story
best*

Builders of Business

IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business.

It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

PREMIER ENGRAVING CO.

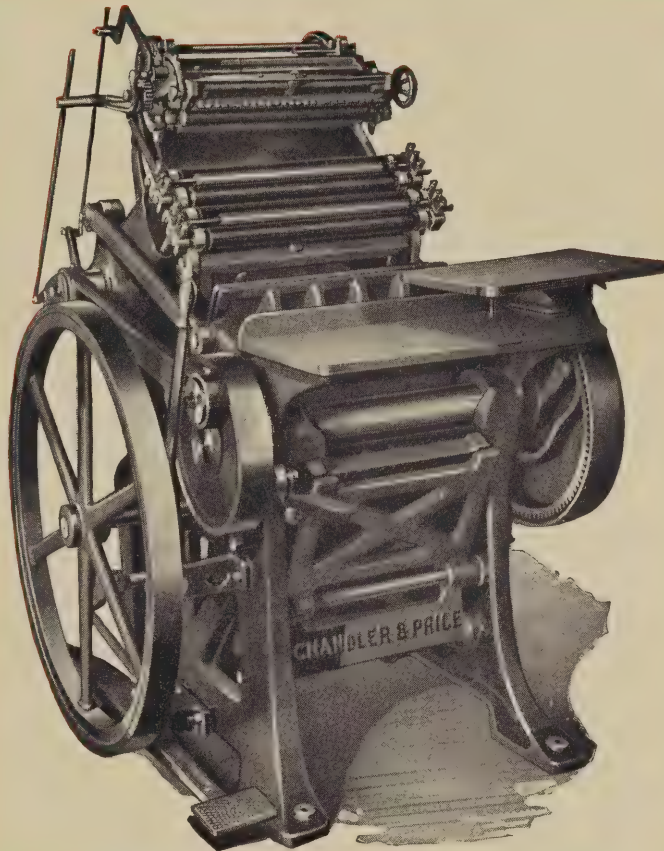
DESIGNERS
ENGRAVERS



814 WINNEBAGO ST.
MILWAUKEE, WIS.

The Chandler & Price Printing Presses

8x12 ~ 10x15 ~ FOUR SIZES ~ 12x18 ~ 14½x22



THE CRAFTSMAN ~ 12x18 ~ WITH ITS WONDERFUL DISTRIBUTION SYSTEM

WE CARRY all sizes of CHANDLER & PRICE PRESSES in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, write, telephone or wire your requirements, including motor equipment, to the nearest AMERICAN TYPE FOUNDERS COMPANY Selling House

Selling Houses Located in the Following Cities:

BOSTON
NEW YORK
PHILADELPHIA

RICHMOND
BALTIMORE
BUFFALO
PITTSBURGH

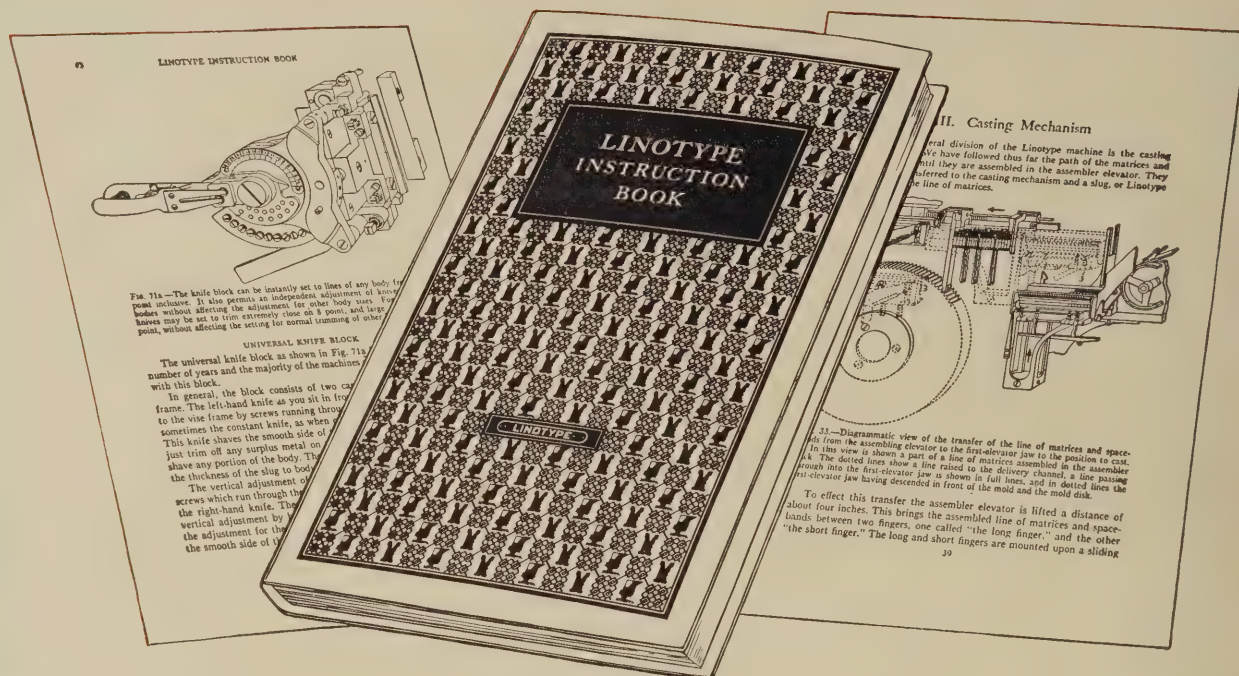
CLEVELAND
CINCINNATI
ATLANTA
CHICAGO

DETROIT
ST. LOUIS
MILWAUKEE
MINNEAPOLIS

KANSAS CITY
DENVER
SAN FRANCISCO
SPOKANE

PORTLAND, ORE.
LOS ANGELES
WINNIPEG

AMERICAN TYPE FOUNDERS COMPANY



Watch for Your Copy OF THE Linotype Instruction Book

[NOW ON THE PRESS]

231 PAGES · 16 CHAPTERS
MORE THAN 150 ILLUSTRATIONS
COMPLETE INDEX

*Prepared by the Engineering Staff of the Linotype Company for the profit
of all who own or operate Linotypes. Copies will be
distributed to all Linotype-equipped plants*

Mergenthaler Linotype Company

Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

NATIONAL PRINTER JOURNALIST



Vol. 43 No. 4

APRIL, 1925

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1925

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United States and Canada \$2
Foreign Subscriptions \$3
Single Copies 25c

TWO TASKS of TODAY

By BEN H. READ,
Managing Director, Southern California Press Association



OUR first task is to sell the importance of the newspaper business to the newspapermen themselves. Then each will realize that he owes a moral duty to his newspaper printer brothers to get fair prices. He will know he has the backing of the publishers in his territory. One big factor is, better accounting systems . . . to be able to tell, as a bank tells, each night how one stands, if making or losing.

WHEN we have aroused this interest in the publishers, we have the further task of selling the importance of it to the public. Acting individually and alone cannot accomplish much. Unitedly we can do something.



*The Printers' and Publishers'
Experience-Exchange*

Punches Round Holes

ANY SIZE



One-Piece Round Hole Head.

Regular heads have throat $3\frac{1}{4}$ inches deep. Heads with any depth of throat up to 12 in. can be furnished. The throat of each head is graduated and has self-contained back gauge. Punches and Dies are interchangeable. These heads can be placed in or taken out of the machine without removing any other one, nor does the operator need to move from the front of the machine.

Punches Open Holes

ANY SHAPE



Any shape and most any size of hole — for ledger sheets or for other special forms — can be perfectly and accurately punched with these heads — Self-contained back gauges for the depth of punching is a revelation and will be much appreciated by the operator. Non-adjustable, self-contained strippers always in the proper place is another Rosback feature.

Cuts Round Corners

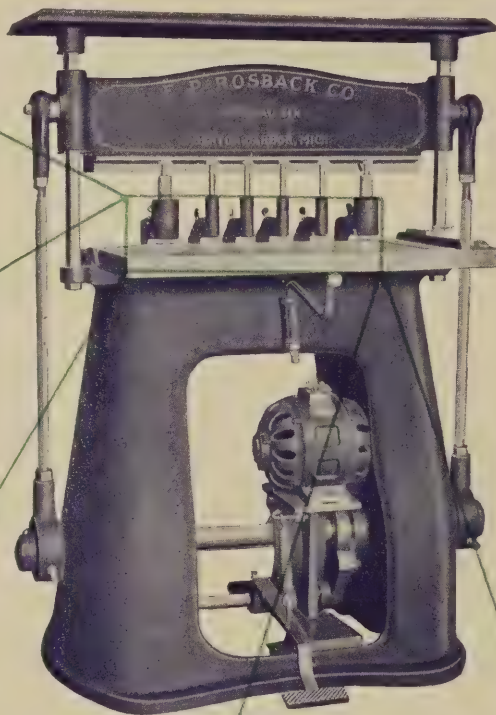
ANY CURVE



Round Cornering Attachment
Cuts any shape of corner. Complete with gauges.

FIVE MACHINES WITH ONE FLOOR SPACE

Why buy individual machines to do these five operations separately when you can buy the Rosback Multiplex Punching Machine, that will do all of them? You can change from any one of the five operations to another in less than five minutes. It punches round holes, open holes, cuts round corners, cuts index tabs and perforates. The only successful combination punching machine. Built by the originators of the adjustable multiplex machine.



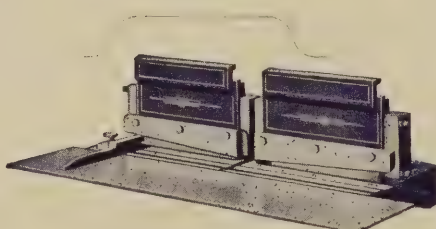
Machine shown is Special Six, 28-inch. It is shown equipped with 4 round hole and 2 open hole punches.

These can be taken out and either the round cornering device, the Index tab cutter or the Perforator put in, in five minutes time.

Made in two sizes, the Pony No. 6, 24-inch bed, and the Special Six, 28-inch bed. The same attachments fit both — only the perforator for the Special Six, is 24-inches long — In the Pony 6 it is 20-inches long. Perforates holes like in postage stamps. Can punch any distance between centers up to the width of the machine. The machines and all attachments are Rosback built — the products of the Largest Perforator Factory in the World.

CUTS INDEX TABS

ANY LENGTH

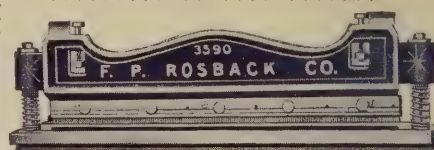


The Tab Cutting Attachment

Cuts any length or shape of tab. Perfect in construction. Does perfect work. All gauges furnished without extra charge. Our method enables you to cut any length of tab with one knife. Placed in position the same as a one-piece punch head, ready for business in three minutes. If interested, submit samples or sketch of work to be done, full size.

PERFORATES

LIKE THIS



Independent Punches and Sliding Plates for Stub Work.

Equal to and the same as the world-known Rosback Perforators. Steel die, stripper, punches and punch holder. Placed in position ready for work in five minutes. All gauges, back table etc., supplied without extra charge. Truly a revelation in perforators.

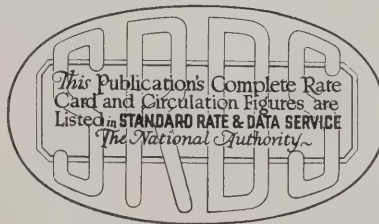
Built by F. P. ROSBACK CO., Benton Harbor, Mich.

The Largest Perforator Factory in the World

"It is hardly necessary for me to say that STANDARD RATE & DATA SERVICE is indispensable in agency procedure. Looking back years ago to the time when we consulted rate cards and transcribed short-hand interrogations concerning publications and their trade territory, and comparing that method to your splendid service, it simply marks the wonderful progress that has been made. Everyone here is delighted with the business relationship that exists with you."

C. J. Egan

*Fisher-Brown Advertising Agency
St. Louis*



PUBLISHERS—This electro will be furnished to you, free of charge. Use the symbol in your advertisements, direct-by-mail matter, letterheads, etc. It's a business-producing tie-up—links your promotional efforts with your listing in STANDARD RATE & DATA SERVICE.



STANDARD RATE & DATA SERVICE

536 Lake Shore Drive

CHICAGO

New York

San Francisco

London

Augmenting Cooper, **Cooper Black** and *Cooper Italic*

Now ready in 5 sizes

Patent Pending ©

Cooper Hilite

Weight Font
60 Point 50 Pounds \$35.00

60 Point (above)

Job Font
3 A \$10.60 4 a \$7.90 \$18.50

72 Point

Weight Font
72 Point 50 Pounds \$34.00

HOME

Job Font
3 A \$14.70 3 a \$9.30 \$24.00

48 Point

Weight Font
48 Point 50 Pounds \$36.00

HOME

Job Font
3 A \$8.00 4 a \$6.00 \$14.00

commanding

36 Point

Weight Font
36 Point 25 Pounds \$19.00

HOME

Job Font
3 A \$5.35 4 a \$4.15 \$9.50

commanding

24 Point

Weight Font
24 Point 25 Pounds \$21.25

HOME

Job Font
5 A \$3.00 9 a \$3.60 \$6.60

commanding

**sizes 30, 96 and 120
in preparation**



BARNHART BROTHERS & SPINDLER

**Chicago Washington, D. C. Dallas Saint Louis Kansas City Omaha
Saint Paul Seattle Vancouver, B. C.**

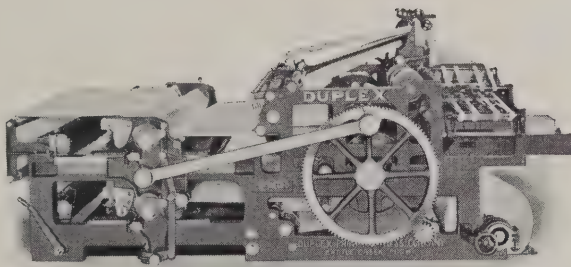
Agents in Canada: AMERICAN TYPE FOUNDERS CO., Winnipeg—TORONTO TYPE FOUNDRY CO., LTD., Toronto and Montreal
Also sold by AMERICAN TYPE FOUNDERS CO., all U. S. A. Branches

THE DUPLEX MODEL "A"

FLAT BED WEB PERFECTING NEWSPAPER PRESS
IN THE OFFICE
OF

THE MCCOOK DAILY GAZETTE

MCCOOK, NEBRASKA, WEDNESDAY, NOVEMBER 12, 1924



THE DUPLEX MODEL "A" PRESS
Prints 2-4-6-8 Page Papers at the
Rate of 3500 per Hour.

This DUPLEX Prints from TYPE and
HALFTONES and USES PAPER IN
THE ROLL.

Many Publishers Have Greatly In-
creased Their Income by Using the
Duplex to Print Bills, Broadsides,
Dodgers, Etc.

This Press is Arranged for 6 Cols.
13 Ems, 7 Cols. 13 Ems or 8 Cols. 12 Ems.
Standard 6 Point Column Rule.

NEWS ON THE STREET IN TEN MINUTES

On Friday evening the man-
agement of The McCook Daily
Gazette requested its readers to
watch the edition of the following
day and note the time elapsing
between the last play of the Ne-
braska-Notre Dame game being
played in South Bend, Ind., and
the first Daily Gazette on the
street.

According to the Sutton street
clock it was just ten minutes
from the time the telegraph in-
strument clicked the last play of
the game until the boys were on
the streets with Daily Gazettes.

We are proud of this record.
First, because it was rather an
experiment on our part in test-
ing out our new Web Perfecting
Press, and second, because it de-
notes a service which we believe
is and will be appreciated many
times in the future on the part of
Gazette readers, and helps us to
realize our ambition of giving
the people "Today's News Today"
while it is still hot.

NEWS DESK

WRITE FOR
BULLETIN 702

THE DUPLEX PRINTING PRESS COMPANY of Battle Creek, Mich.

World Building
New York City

New Chicago Temple Building
77 W. Washington St., Chicago

deYoung Building
San Francisco



DOWN to the last package of letterheads! Someone should have ordered the new supply long ago! Never mind who is to blame, the printer is the one who must do the rushing now.

When you have to make time on a rush job, safeguard yourself on delivery and quality by using Hammermill Bond. That's a paper you can get, and it will suit your customer.

More Hammermill Bond is carried in stock by the mill and by agents in eighty cities than any other brand of bond paper in the world. Year by year more Hammermill Bond is used and more business men know about it and associate its use with good busi-



ness practice. When it is up to you to turn out a good job in a rush, play safe! Turn to your phone and call up the agent for

HAMMERMILL BOND

THE UTILITY BUSINESS PAPER

HAMMERMILL PAPER CO., ERIE, PA. NEW YORK OFFICE, 291 BROADWAY

USE

They are the initials of the manufacturers, the world's largest makers of envelopes.

Hold a Columbian White Wove Envelope so the light comes behind it. You'll see these initials watermarked right in the paper.



Who is your best customer on envelopes?

THE customer who orders envelopes by a name, size and quantity, who doesn't need to examine samples and compare prices every time, is a mighty satisfactory customer to do business with.

The man who buys that way saves his time and yours. You know exactly what he expects. He knows exactly what he will get, and what it will cost him.

The customer you sell once on Columbian White Wove Envelopes will re-order again. Because he finds in them exactly what he wants, he doesn't need to shop around.

Columbian White Woves give him good appearance, surface splendid for writing, typ-

ing and printing, including halftones; perfect fold, excellent gumming. They come to him in strikingly attractive boxes that are dustproof and do not soil in the stock-room.

Columbian White Woves are watermarked USE. They can be identified anywhere, even when separated from the box and banding.

In the mind of the man who has used them, Columbian White Woves speedily become fixed as trouble-free envelopes, standard in quality, reasonably priced, beautifully put up—and easy to re-order.

Columbian White Woves are made in all sizes from 5 to 14 and Monarch. You can get them quickly, from your regular paper merchant.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

SPRINGFIELD, MASS.

Location
Worcester, Mass.
Rockville, Conn.
Hartford, Conn.
Springfield, Mass.
Waukegan, Ill.

Division
Logan, Swift & Brigham
Envelope Co.
White, Corbin & Co.
Plimpton Manufacturing Co.
Morgan Envelope Co.
National Envelope Co.

Location
Springfield, Mass.
Worcester, Mass.
Worcester, Mass.
Indianapolis, Ind.
San Francisco, Cal.
Philadelphia, Pa.

Division
P. F. Kellogg & Co.
Whitcomb Envelope Co.
W. H. Hill Envelope Co.
Central States Env. Co.
Pacific Coast Env. Co.
The Monarch Envelope Co.

BUY A REAL ONE

When you purchase a Power Cutter select one that is true to name—one on which the Clamping as well as the Cutting is done by Power

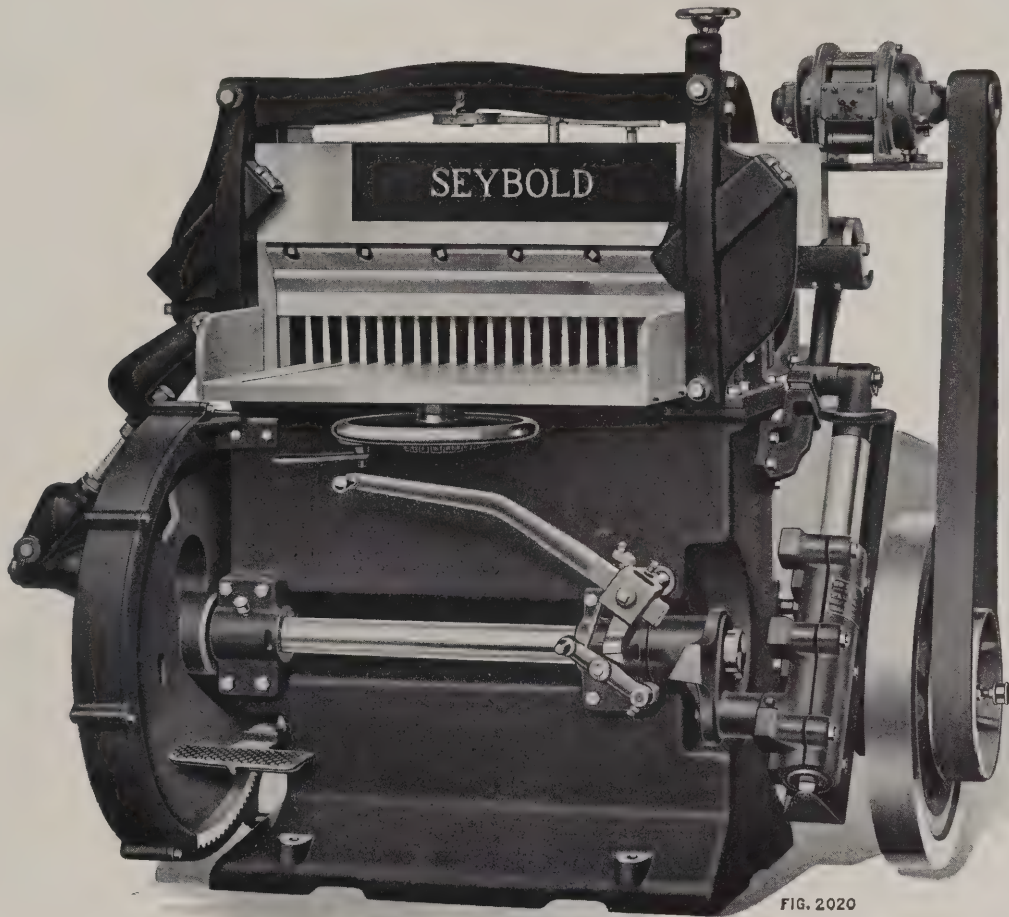


FIG. 2020

THE SEYBOLD AUTOMATIC CUTTER 32" AND 38" SIZES

Designed and built to make a profit on cutting possible for small and medium size shops who never supposed they could afford to buy an Automatic Cutter

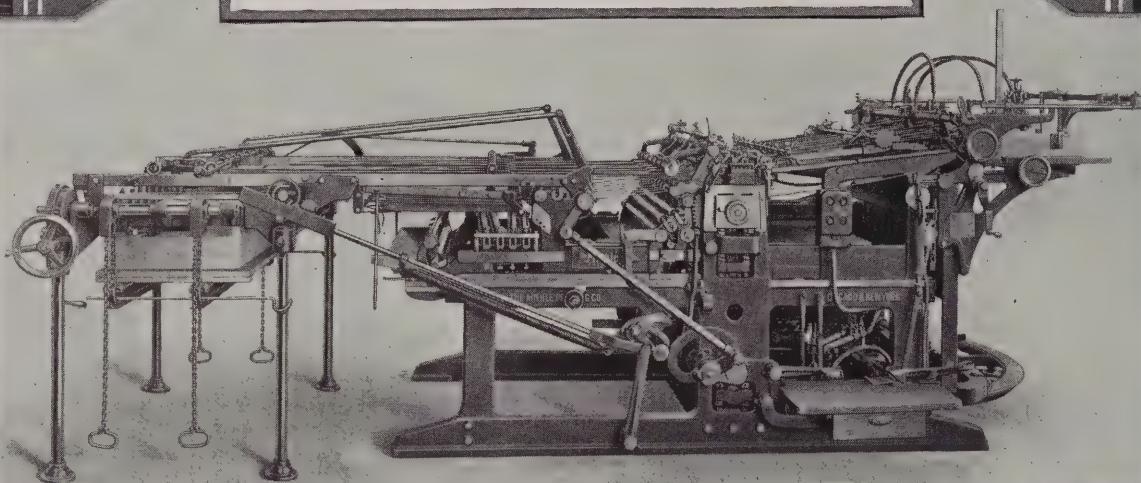
ASK FOR CIRCULAR 2020

THE SEYBOLD MACHINE COMPANY
DAYTON, OHIO, U. S. A.

Sales Agencies and Service Stations:

NEW YORK CHICAGO ATLANTA DALLAS SAN FRANCISCO TORONTO PARIS LONDON BUENOS AIRES STOCKHOLM

Miehle Automatic PRESSES for Continuous Production



Announcing New Economical Equipment

MIEHLE Automatic Cylinder Presses are the most recent innovation for economical production in the press-room. Their use cuts deeply into the greatest of all cost factors—the payroll.

With MIEHLE AUTOMATIC PRESSES *two* dollars in wages will do the work of *three*. You get 1½ for 1. Write us for particulars.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth and Robey Streets, Chicago

Sales Offices in the United States

CHICAGO, ILL.

1218 Monadnock Block

BOSTON, MASS.

176 Federal St.

NEW YORK, N. Y.

2640 Woolworth Bldg.

SAN FRANCISCO, CAL.

693 Mission St.

PHILADELPHIA, PA.

1015 Chestnut Street

DALLAS, TEX.

611 Deere Bldg.

ATLANTA, GA.

Dodson Printers Supply Co.

DISTRIBUTORS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

ROBERTS

Numbering Machines

**NEW
Prices
Mar. 1st**

EASIER THAN EVER TO OWN —

MORE PROFITABLE THAN EVER TO USE

THERE are over 400,000 Roberts Numbering Machines in use all over the world. For years Roberts has held an enviable position as the largest manufacturer of numbering devices. The Roberts reputation for accuracy, quality and service is unassailable.

Now increased production facilities, lower selling and manufacturing costs, wider distribution and growing demand make it easier than ever to own Roberts Numbering Machines. Effective March 1, 1925, the prices of two popular models were materially reduced.

This reduction is a natural result of our ideal of service

to the printer — passing on the benefits of economy — making it possible for more printers to buy and use more Roberts Numbering Machines.

Briefly, the lowered prices on Models 27 and 28 mean that your investment is lowered and your profits made correspondingly greater. You can order your new Roberts Numbering Machines knowing that you are getting more value than ever.

We suggest that you get in touch with your Type Founder at once so that there will be no delay in delivery due to the greatly increased orders which are sure to come.



New Prices

Model No. 27—Now \$12
(Was \$16)

Model No. 28—Now \$14
(Was \$18)

THE ROBERTS NUMBERING MACHINE COMPANY

Standard and Specially Made Numbering Devices of All Kinds

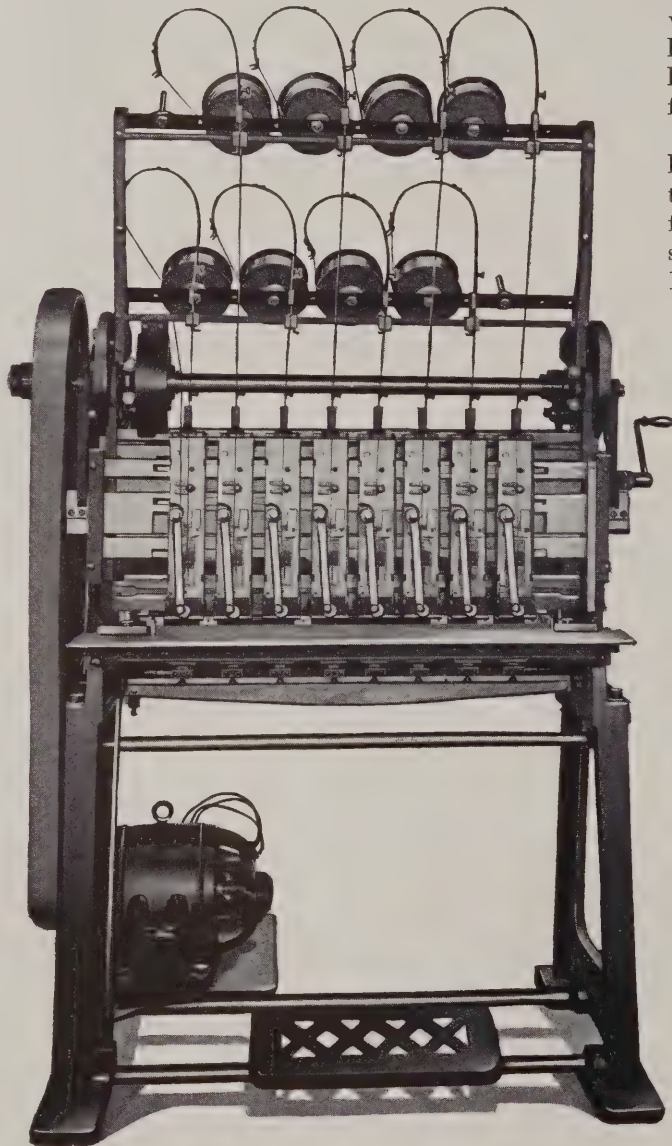
694-710 Jamaica Avenue

BROOKLYN, N. Y.

The BOSTON

MULTIPLE WIRE STITCHER No. 18

MADE FOR FLAT WORK ONLY



BUILT especially for printers, binders and manufacturing stationers who specialize in tablet, check book, blank book, receipt book and sales book work of a thickness capacity of from $\frac{1}{10}$ to $\frac{1}{2}$ inch.

Regular equipment includes four heads; extra heads may be attached to make a total of ten, all operating from one touch of treadle. Width of staple across crown is $\frac{1}{2}$ inch; speed, 150 stitches per minute for each head.

Space between the side frames is 33 inches; greatest distance between two heads is 28 inches; minimum distance is $27\frac{3}{8}$ inches.

The wire used is No. 25 round to 20x24 flat. Special heads are furnished for the Nos. 18 and 20 round and for box stay (ribbon) wire gauging. 104. The floor space is 26x53 inches; diameter of driving pulley, 12 inches; speed of pulley, 450 revolutions per minute; power requirement, $\frac{1}{2}$ horsepower; shipping weight, 1200 lbs.

The No. 18 is a two-column stitcher with open space between, through which the work may be pushed. Sales books may be stitched six up and three deep, according to size. *All heads are automatically adjusted* by turning one crank handle, are held to the crosshead by two eccentric clamps, and may be placed in any position without removing from the machine. The heads are driven on both bender and driver bars, insuring accurate stitching and positive action.

GENERAL SELLING AGENT

AMERICAN TYPE FOUNDERS COMPANY

Also sold by BARNHART BROS. & SPINDLER

Sold in Mexico and South America by NATIONAL PAPER AND TYPE COMPANY



WE KNOW that "Wilke's" Type Metals are unsurpassed for use in slug-casting, type-casting and strip-material machines and for stereotyping, because purity is safeguarded during all the processes of manufacture. It is nevertheless gratifying to have the assurance that users find our claims substantiated by performance. The following letter tells its own story:

DEMOCRAT PRINTING COMPANY
MADISON, WISCONSIN
January 10, 1925

Metals Refining Company
Hammond, Indiana

Gentlemen,

The portfolio mentioned in your letter of the 2nd has just been received and I shall be glad to go through it thoroughly

Your metals have been working splendidly in our machines; and I am more than pleased with the contract we entered into with you folks some months ago.

When you next issue a folder, booklet or broadside I should be happy indeed to print it for you.

While Madison, Wisconsin is not Chicago, Detroit or little old New York, we have a plant here which is capable of turning out as fine printed matter as any in the larger cities.

Most cordially yours

F. S. Brandenburg

F. S. Brandenburg, Manager
DEMOCRAT PRINTING COMPANY

feb-mn

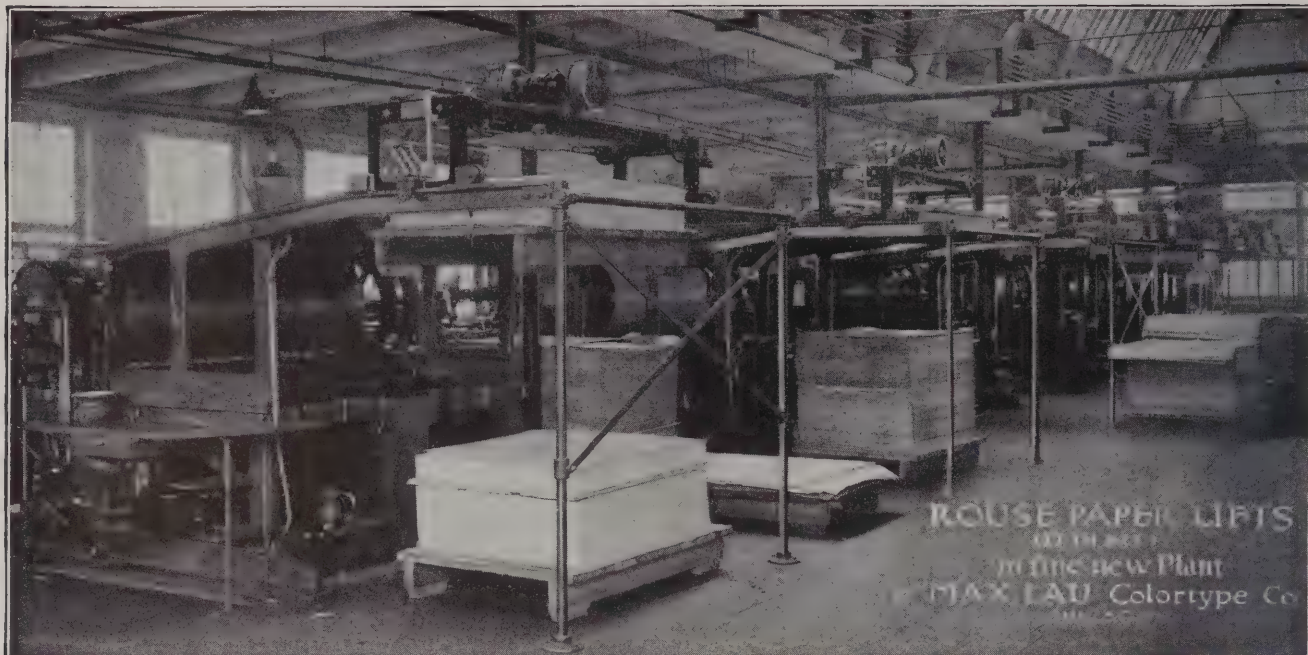


METALS REFINING COMPANY

HAMMOND, INDIANA

Warehouses in All Leading Cities

WHEN YOU THINK OF METAL THINK OF "WILKE'S"



Max Lau Colortype Co.

One of the Finest Printing Plants in the United States

CAN you afford to ignore the fact that over 600 Rouse Lifts are now used in modern printing plants? In the Max Lau Color-type plant pictured above there are only four or five presses not equipped with Rouse Paper Lifts. Every hand fed press and every press equipped with a Cross feeder has a Rouse Lift attached. Just recently the A. H. Pugh Printing Co., Cincinnati, installed five Rouse Lifts. New converts to Rouse Lifts are being made regularly.

There Is No Exclusive BEST Feeding Method

There is a use for the old plain hand feeding method. There also is a definite use for automatic feeding. Rouse Lifts have an equally definite place—and on a greater variety of feeding than any other method. Rouse Lifts will increase cylinder press output a *minimum* of 1000 sheets a day. You owe it to your business to ask us to tell you *why other printers are finding Rouse Lifts so profitable.*

H. B. ROUSE & CO.
2214-16 WARD ST., CHICAGO

IN CANADA: ROUSE HEAVY PRODUCTS SOLD EXCLUSIVELY BY TORONTO TYPE FOUNDRY COMPANY, Ltd.

NATIONAL PRINTER-JOURNALIST

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PACIFIC TERRITORY REPRESENTATIVE
Coast Pub. Co., 756 So. Broadway
Los Angeles, Calif.

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In the United States, Canada,
Mexico and Cuba, \$2.00 per year

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Single Copies - - - 25 cents

Advertising Rates on
Application

Volume 43

Milwaukee, Wis., April, 1925

No. 4

Give the Craftsmen a Chance in Your Printing Office

A PRINTER may develop a high state of efficiency in printing craftsmanship by practice, by studying trade journals, and so on, *but if he is never given an opportunity to show his ability, what good is his ability to him or any customers?*

You'll say, "Oh, any man who has ability always gets a chance to show it in his work." I can't agree with you. Hundreds of printers never get an opportunity to show their ability, and if they suggest an improvement on a given piece of work they are branded as "wise guys"—and told to "follow instructions." There are exceptions to this rule, but, considering the hundreds of men with ability who never get their chance, the exceptions are few, indeed.

This is an age of specialization, some printers say, which means the apprentices are placed in one department in large shops and are taught to do one thing well—and that's all. In instances like this the man who goes ahead and studies other departments, as well as the different kinds of composing room work, on his own time, thinking he'll eventually get an opportunity to show his ability in other work, often is disappointed, unless he leaves the shop where he first began his trade, and goes elsewhere to work, perhaps as an all-round craftsman. But here is the point I want to bring out in this message:

THE majority of large and medium-size printshops today have a system that is a handicap to the ambitious craftsman. A customer brings in a job, a reprint, that his firm has been using for years. He gives an order for a supply, and the party who takes the order

A Plea and Argument

By GEORGE O. (MAC) MCCARTHY

IS "MAC" CORRECT WHEN
HE INSISTS THAT INITIA-
TIVE AND ADVANCEMENT
ARE BEING THROTTLED IN
MANY SHOPS?



used. Again he sees where a great improvement could be made in the job by composing it in some modern type design, with perhaps a touch of an additional color used. But his hands are tied! He follows the instructions of the order clerk!

The foreman gives the job to some ambitious craftsman to compose, who, after looking at it, sees what a wonderful improvement could be made thereon. He goes to the foreman and *asks* for an opportunity to show what he can do in the way of improvement. The foreman would be only too glad for him to go ahead, but how can he tell the fellow to use his own taste?

Would you, Mr. Master Printer, be able to put your whole heart in your work under such conditions?

If there was a craftsman-salesman in charge of every selling department of print shops today, what a wonderful improvement we would see in a short time!

A customer *doesn't know* in every instance when he is getting a good job, not by a long shot! But he does *know* when an old form he has been using has been *improved* upon, after the details have been explained by an intelligent craftsman.

(PLEASE TURN THE PAGE)

only sees the "business" end of the transaction and follows the lines of least resistance. Perhaps the order clerk will say: "Do you want this job duplicated?" The customer comes back, "Yes, I suppose so; we've been using that style of letter-head for a number of years and I've never *seen* anything I liked better."

The foreman is the next man to receive the job. He looks at the copy and sees the job is composed in a type design that has long been worn out and seldom

“Not More Printers, But Better Printers,” Pleads Mac, “In Shops Up-to-Date in Equipment and Materials”

MANY shops can't afford to employ a craftsman-salesman-designer, but there are few instances where it would not pay the boss to secure the co-operation of his best craftsmen when a customer calls to give an order for printing, and this will not only help him to improve the quality of his output, but it will mean more money to him, more satisfied customers, and the beginning of a new era of progress in his shop.

I have in mind a shop that is over fifty years old. It had built up a wonderful business in book work, catalogs, stationery, etc., but during the past four or five years business had been falling off. At a meeting of the stockholders about three years ago the stockholders called upon the manager and different heads of departments to find out why they were losing so many of their old customers. They had about given it up until someone suggested “Jim,” the old composing room foreman, might give some information worth while, and so they called for him and he was asked if he could give them any light on the subject. He did:

“You remember some years ago I asked for an appropriation for new type, borders, decorative material, etc., and you turned me down, saying it wasn't necessary. At that time I had four or five young fellows who were just finishing their trade and who were ambitious to do better work, and as one of them put it, ‘This is a big old junk shop and I'm going where a fellow has a chance to do better work.’ That is *one* reason I can give. The catalog we used to set in that type is now out of date, and I see the Smith Company's new catalog has a special drawn cover design, and it is composed in one of the most modern type designs. You see your old customers are being *educated* up to a finer class of work, and we can't do it here with old style type and worn-out materials, and my biggest handicap now is lack of good printers. The ambitious fellows who served their trade here are now employed as foremen, and layout men, and one of them is typographer in an advertising service shop. These fellows I have here do what they are told and no more; they're not interested in anything but 5 o'clock and pay day, and I can't blame them.”

SHORTLY after this meeting an engineer from a type foundry revolutionized the composing room and pressroom equipment. A service man was employed, and an art department was added, employing one artist and a typographic layout man. A new foreman was employed with plenty of capable assistants. In a short while the plant was *going after* the better class of printing—and getting it—through creative salesmanship. Craftsmen were given an opportunity to make suggestions and use their own ideas when they thought they could improve the layout man's designs. Customers were *shown* where their old printed forms could be made more simplified; they were told *how* a set of stationery could be made a sales factor, by proper design and sometimes by adding an additional color.

“Give the craftsmen a chance! This refers to the fellows who read the trade journals—who are ambitious to do better work, and will do it when given an opportunity.”

GIVE the craftsmen a chance! This refers to the fellows who read their trade journals—who are ambitious to do better work, and will do it when given an opportunity.

The writer recalls an incident that happened in a small print shop some time ago that graphically demonstrates how a craftsman can

assist his employer in improving the output, as well as making more money—if the craftsman is allowed to attend to the mechanical part—supervise the whole job. This craftsman composed a tailor shop announcement, the design being based on one that had won first prize in a trade journal contest. A small monogram of the tailor shop was printed at the top and the text matter was a Caslon italic. The boss didn't like the design, and ordered it composed in script and a press proof taken on paneled wedding stock. He showed both designs to the prospect and told him he thought the “wedding” announcement was the better. The other design was printed on a plain card. The customer bought five hundred, and mailed them out. A few days later a customer came in and told him he thought the announcement was an invitation to his wedding at first glance, and laughed! Back to the boss came the tailor and ordered five hundred more of the other design. He said, “What in the hell is the matter with your printer? Doesn't he know the difference between a wedding invitation and a tailor shop announcement?” Of course that was a “shot” at the boss, and he admitted to the tailor his “printer” had designed the one printed in italic letters while he had suggested the other design, which he *thought* was best.

PRINTERS can talk trade schools from the housetops if they want to, can preach craftsmanship until doomsday, but until they give their composing room talent an opportunity to show their individual ability, it will not get very far. *What is needed today is not more printers but better printers!* You'll find there are a good many *better* printers in the larger composing rooms who compose reprint work every day, but who could improve the work if they could use their own taste, and not that of some printer who worked at the case fifty years ago—the man who set the job the first time from manuscript copy! *Give the craftsman a chance!*

(EDITOR'S NOTE: We are here enjoying a measure of frankness which is closer to 100% than the average; so, we (editorially speaking) say that we believe “Mac”—country and city newspaper: printing plant foreman, and now with the Chimes Press, Los Angeles, Calif.—will probably agree that there is, as a preacher once said, “my side, your side and the right side”. In short, we believe that the discouragement has not been all on one side. It is our opinion, also—just off-hand—that the remedy for these things is the greatest opportunity of the great and growing Association of Printing House Craftsmen—of their *thorough* study, and of their actual application of what they discover as the best way to give the back-office man a better chance.—J. L. M.)

A Life Sentence at Hard Labor? Is the Newspaper Business *That?*—NO!

Idaho Printer-Journalist Brings Out the Profit-Joys of Really Working Every Minute; A Year's Program

By KIRBY E. TORRANCE

Business Manager, Pocatello (Idaho) State Journal

GETTING advertising means getting bread and butter, paper supplies, salaries, machinery, taxes, overhead, news, circulation and every thing that goes into making up a successful newspaper. Through it we lay by a competence or eke out existence.

In the first place, *we must sell advertising, not just white space.* (We will grant we publish a good newspaper, cover our local field, have the circulation, are good collectors.)

To sell advertising we must have layouts, copy and the disposition to sell. The last is probably the most important.

I HAVE often found myself in the dumps after spending hours of time with the town pessimists. Another "worst enemy" is the best friend, whom we know too well to treat like an ordinary prospect.

All this depressing influence can be offset by keeping in touch with the trade journals. Some of them like NATIONAL PRINTER-JOURNALIST, specialize in practical stories of success. It has hundreds of tips that are invaluable to publishers. I presume most of you subscribe to it. *Editor and Publisher* publish every week a list of "Dollar Pullers." Occasionally there is one that gives you a hunch that means real money. *Printers' Ink* has a large following and is a wonderful aid to that selling disposition. Jason Rogers' book on *Building Newspaper Advertising* is written for large daily newspapers but it contains many fine things for the country publisher too. Press meetings are a wonderful inspiration to the advertising man.

SO NOW to get the advertising! Every Monday morning make three pages of layouts. Use unit ruled ad copy paper or yellow bond. Pull a proof of the cuts yourself from your mat and art service, and paste them on. Write all the heads and possibly all of the copy.

Impress your merchant with the fact that you are putting a lot of your own time into his advertising. Letter carefully and accurately. Typewrite where machine composition is used.

Clip samples of ads from exchanges and file for merchants who could use them in your town. Keep all files up to date. Have an index for all cuts and mats. With present services, *there is no reason why every publisher, small as well as large, should not have several hundred cuts on hand.*

Call on every merchant every week. Be 100% persistent. Let them know you are working for him every day. Don't let him underestimate you. Learn your merchants' business hobbies. A butcher may specialize in cleanliness and prompt collections. Another merchant always undersells. And, so on.

Scatter optimism. *You can't squander Optimism.* Be thrifty—keep busy all the time. *"It can be done."*

Use advertising in your paper to advertise your advertising. Make your own ads look as good as those for your merchants.



KIRBY E. TORRANCE

WHEN some advertiser says a loud "NO," your job has just begun. Analyze your home market and appeal on the results of it. Encourage sales strategy. One merchant has been closing out for six months. Only last week he took the goods off the shelves and placed them in the middle of the store! The people thought he was just advertising for effect.

Ideas come from talking to people, reading trade publications and exchanges and *going fishing!* If we never could see the balance in our check books, we'd be better advertising solicitors.

SELL school pages to run 10 weeks. The slogan: "A Square Deal for the Rural Schools." God knows they need it. Build ten strong advertising talks around the theme. Dummy a page, or two-page layout that will accommodate ten, twenty, forty business men. Have the county superintendent grasp the idea. The merchants get an advertising tie-up absolutely unbeatable.

Have each rural school in the county send your paper a monthly news letter. Be sure also to put every school on the mailing list for two papers, and specify that they are not to be taken from the school room. Address them to the teacher. Every boy and girl looks forward to the day when his name will be in the paper, on the honor roll, etc.

This idea actually works. Go out and sell it, beginning Monday, and charge about 25% more for the space used because it is worth it.

To be sure that the school page advertising is read, jumble the names of students in the various schools and run them in the advertising, offering a small prize to every pupil who finds his or her name in the ads. Run occasional cuts of the schools or school activities. Follow it up by inducing the local Chamber of Commerce to sponsor a track meet exclusively for rural schools and offer loving cups and badges for the winners. The trophies can be purchased for not over \$40 and it is the best advertising your Chamber of Commerce can do. Hold the track meet in your town under auspices of your local high school. This is a real service you will perform for your community, fellow publishers, and it will mean hundreds of dollars in your pocket, as well as business for the town. Prepare your selling campaign carefully, study it out in detail and then you will have little trouble in selling it. *Merchants* will suggest many ways for an individual tie-up that will be profitable to them.

THE Homecoming Edition! Start early enough; get your subscribers to think about it. Offer prizes for the best letters, with ideas. Many former residents, reading your paper, attend the homecoming by letters. They are wonderful news matter. Now, the advertising.

Sell every inch possible, and be sure to have appropriate mats, cuts. Offer appropriate copy to merchants.

About four weeks ahead of the day, send a letter to subscribers. Make it in

TORRANCE TELLS YOU : : : :

And, He Tells HOW to : : :

SELL Advertising, Not Merely White Space

CULTIVATE the Disposition to Sell

GET Out of the "Dumps" After Turn-Downs

(He Says Reading "NPJ" and Going Fishing Are Good Remedies for That)

START Monday Morning Right

KNOW More Than the Merchants

MAKE "NO" the Real Starting Point

SELL School Pages, Home-Coming Pages, Trade-at-Home Pages, Dairy and Cheese Pages, Ford Days, Dollar Days, Poultry Specials, Chamber of Commerce Specials.

SELL Every Professional Man, Doctor, Lawyer, Barber, Auctioneer, Shoe Repairer, Fraternity, Church—and, Now, WHAT'S LEFT?

GOING FISHING!

telegram style. Have them write letters for home folks to read.

Then, comes Homecoming Day. Your paper issues full to the brim with home coming letters and local advertising. Sell extra copies for 25 cents.

YOUR school page has expired. But monthly school letters continue to come in. Everyone is impressed with the idea. The merchant has found contacts he never had before. Therefore it is time to put on a *Trade at Home Campaign*. Build ten strong talks around the home-town slogan. Write and set up some stories of home town facts, statistics.

Study the amount of money sent out to the mail order houses.

Now go out and sell the merchants from carefully prepared dummies. Of course, this new contract doesn't interfere with the school page advertising schedule!

THE *State Journal* is an 8-page, 8-column daily, with Sunday editions, carrying full A. P. report and New York *Herald-Tribune* syndicate features. This article is based on an address of Mr. Torrance to the Idaho Press Association.

Offer a small cash prize for the best letter from readers on "Which advertisement in last week's (or yesterday's) paper appealed to me most, and why?" It takes three weeks to get this idea over. Probably it should run for six weeks.

Get out little dodgers and leave them at stores. Ask merchants to wrap them

up with packages. Talk value of advertising and trading at home. This is appreciated. We have tried it successfully. The idea was not original with us.

BY THIS time it is as easy for the publisher, or advertising man, to lay out a program, get up dummies, write good advertising, as to write the conventional "Card of Thanks."

We have driven the merchants pretty hard. *We are still getting advertising, bread and butter!* The merchants have profited. They see advertising in better light.

Some sections can put on, let us say, a Better Sires Campaign. Call on leading dairymen and breeders and tell them all about it. We sign them up for page advertisements to run four weeks. We use a lot of news stories appropriate to the whole subject.

We sell a page advertisement to run six weeks paid for by the cheese factories, creameries.

THERE are many other good methods of getting advertising such as Ford Days, Monthly Dollar Days, Poultry Special Days, Anniversaries, etc. They can all be worked to good advantage in getting advertising.

It might appear that getting advertising was a life sentence at hard labor with no holidays or relaxation. The more time we spend getting advertising the less time we will have for sitting and thinking how hard times are.

Take time to write a few paragraphs answering all the questions that an inquirer would ask about your town. Set it in type and then take it to your merchants, business men and professional

men. Tell them that you are called upon to answer hundreds of inquiries about your town, due to the fact that there is no Chamber of Commerce. This standing advertisement that you have prepared will answer every question and all you have then to do is to send the inquirer an issue of your paper gratis. It is unfair that you should have to stand the expense of such enterprise so you are asking him for fifty cents, sixty cents, or a dollar a month to support a work that must be done by someone in the absence of a Chamber of Commerce. We made \$79 a month for eight months from this idea.

To get the small advertisers, professional men, etc., set aside three columns and write a little story every week about the barber and his value to the community, the doctor, the lawyer, the auctioneer, the shoe repairer, etc. Sell every professional man, fraternity, church, organization, a dollar a month card and you have fifty or sixty dollars velvet every month.

Saufley Knows What He's About

INSURANCE Commissioner S. M. Saufley of Kentucky,—by the way, publisher of the Richmond (Ky.) *Register*, announces that *he will not license newspapers in that state to write accident insurance; if newspapers wish to give insurance as premiums, they should buy it from bona fide insurance concerns.*

Mr. Saufley may get the dickens for this, but *he is right.*

He knows what happened in England, in the mad scramble among newspapers (carrying all kinds of insurance) to outdo each other. Some newspapers are always (and in all ways) trying to outdo the other newspapers—in everything but real service! It is costing wasted thousands and thousands in this country, already.

Mr. Saufley knows, in addition, being a publisher, that there are very, very few newspapermen who would or could take the necessary "business stand" before advertisers and subscribers with regard to insurance claims, that the expert insurance concern can and does take. He knows, it may be supposed, that many publishers have fallen for far less, under pressure.

He doesn't want to open the doors for needless actual bankruptcies among Kentucky newspapers. Insurance is the riskiest business in the world. It takes no San Francisco earthquake to prove that. Proper protection of the insured demands tremendous reserves, extremely expert financing, and a heat-treated, solid steel "front." Can newspaper publishers furnish all that? Why should they?

JOHN L. MEYER

Foreigners Tutored in English With This Community Daily

*One of the Keystones in Success Built by
Publisher Who Is First of All an Editor*

By JOHN L. MEYER

WHEN you go over the "NPJ Blue Print" of the Sheboygan (Wis.) Press in connection with this story, note especially the grouping of the editorial, advertising and circulation offices—and then the press, stereotyping and distribution departments—with reference to the composing room.

As you size up these features, try to carry in mind that the composing room itself hasn't any walls around it. Except at the rear end, where the slug-casting machines are located, there is a heavy iron tube railing. It is not conspicuous. You step out of any of the offices, out of the press room, from the carriers' room, and you see the whole expansive, finely-appointed composing room under the light of a very large skylight. But, you also do not walk right in amongst the composing room equipment, and, certainly, no customer or visitor does it—for, there's the iron railing! If you know where the gates are, all right. Even then, you would have to walk far enough and long enough to give someone in the enclosure a chance to ask what you are looking for, and permit taking care of whatever business you have without getting inside the enclosure.

Unless it is absolutely necessary for you to get inside.

Every person coming to the Sheboygan Press building to see about an advertisement, a classified or a double-truck; about a news matter, concerning a bit of society news, even a personal,

gets a look at the fine composing room under the best kind of light; and I believe that viewing it in the manner described adds zest to the picture and its recollection for everyone.

Of course, a good deal of the business and news matters are transacted at the counter in the lobby, as you enter the main door, and some would not want to go farther than the editor's sumptuous office.

NOW, this plan and innumerable remarkable features in this new building of a 16-year-old daily, together with the guidance of its erstwhile, sometimes precarious existence and the mastery of an exceptional success—in a manufacturing town of about 37,000, in a county of about 60,000, with a very large proportion of foreigners, so-called—

All this comes from a man who, with his associates, is dominated by the "editorial side". That is to say, C. E. Broughton, the editor and publisher of the Press, is and always has been a Journalist first. More than that, one of the kind that "takes a stand." Talking to him, going back over his history, one is forcibly compelled to consider whether, indeed, the Dana-Ruble-Greeley type of newspaper management and ideal is wholly a thing of the past, as is said so often at present. And, Mr. Broughton is a quite young man.

In his beautiful suite, as he enters it early each morning, he first writes his editorials for the day's issue. Then,



C. E. BROUGHTON
Editor, Sheboygan (Wis.)
Press Telegram



not until then, comes the day's work of the publisher and the close supervision of every department. Competent sub-executives he has, it is true; but he knows everything that is going on. He is quick and quiet in making decisions, large or small.

His "editorial point of view"—as one might say to compare him with the successful newspaper publishers who could be said to have rather the "business," or the "production" slant predominant in their work and progress—is without qualification the basis for the success of the Press under such frequently trying conditions as have already been touched upon.

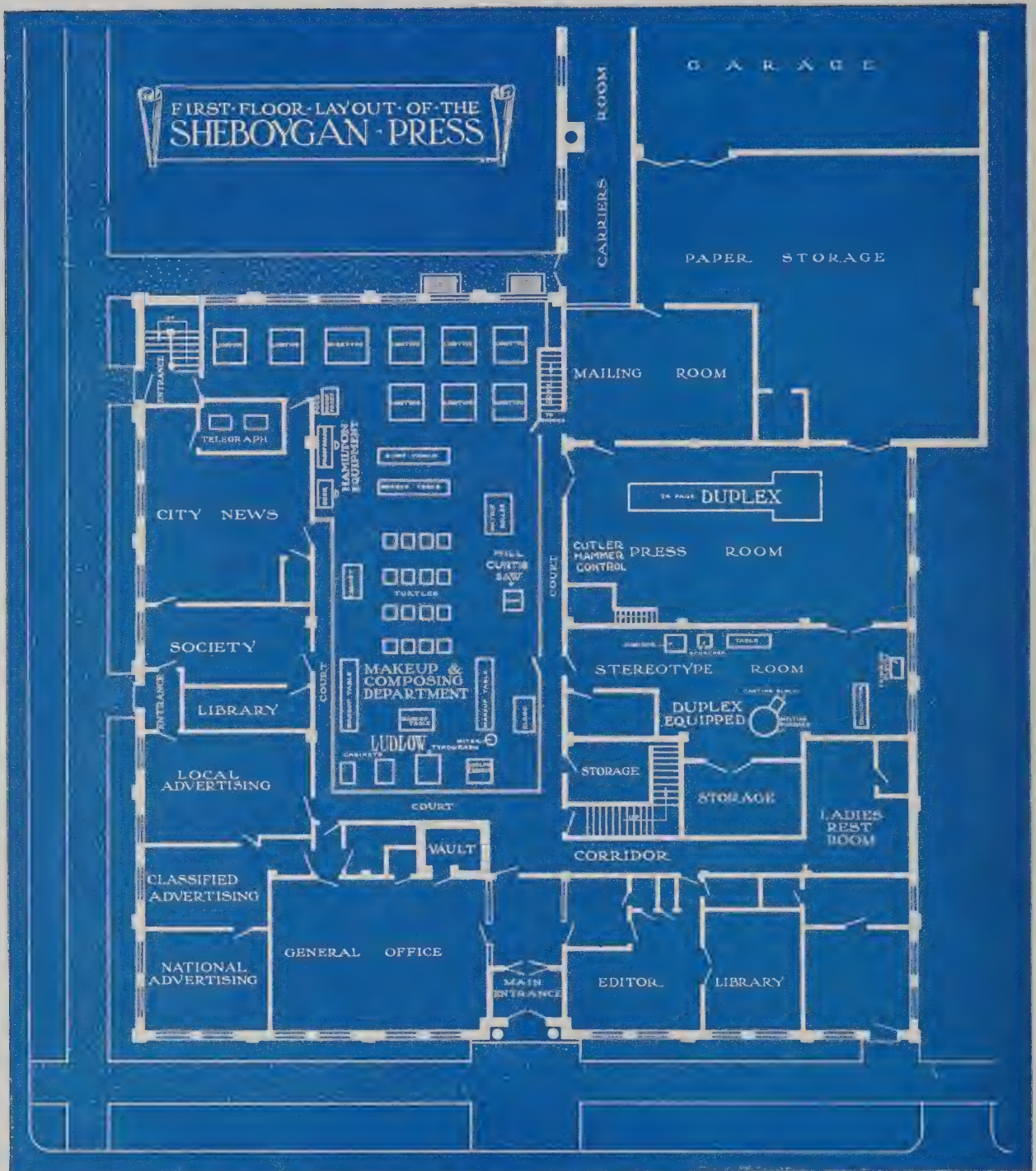
Mr. Broughton has, to be blunt, made the erstwhile difficulties of running a paper in Sheboygan, Wis., which have left a long string of failures in the past, the rocky steps toward victory. He has again and again gotten to the heart of things that seemed to spell defeat and made them occasions for progress, and he has "done it with his little editorial viewpoint." The war period was probably his most remarkable period, and the turning point. The war period, in a manufacturing city where the public had made "mincemeat" of newspaper men's plans theretofore, and where a population with a very large proportion of "foreigners," a considerable share of which not only couldn't read English but refused to do so, added picturesqueness to the occasion—if you know what we mean!

Not long after the United States entered the combat, Publisher Broughton—Editor Broughton,—wasn't doing any too well; but soon enough you could go into the "foreign" settlements near the tanneries, the chair factories, the chair plants, the enamelware furnaces, the knit goods mills, and you would find



INNER OFFICE OF THE EDITOR AND PUBLISHER

A Charming Home Library in Appearance, With Radio and Many Other Modern Things Among Its Fine Furnishings. French Doors Connect It With the Editor's Working Room



LAYOUT OF THE SHEBOYGAN (WIS.) DAILY PRESS

Not the Least of Its Features Is Location and Lighting of the Composing Room, With the Press Rooms, and Editorial and Business Departments Surrounding It on Three Sides

groups of three, ten, twenty, even fifty "foreigners" collected in halls.

And, they were not plotting, but they were learning to read English—learning it out of the Press, with priests and ministers as their teachers. Old and young, though mostly young.

Some of Mr. Broughton's editorials, and his slant on the news of the hour, had been so sanely patriotic and so full of common sense, that the clergymen themselves started these little

parties and carried them through. Much was accomplished. No one will ever know what was prevented.

THEN, another angle to illustrate the possibilities of Mr. Broughton's slant in conducting his newspaper (and his job plant, too, for that matter). Some say that the personal item in a small community is everything, and some say it is not. He illustrates the fact that it is not so much the idea itself,

as it is the method of applying it, that really counts.

There is not a day but that the publisher and the society editor of the Press don't have a get-together. The present society editor, Miss Pape, is a Sheboygan girl and has been with the paper almost as long as Mr. Broughton. She started out by getting up a phone list of everyone in Sheboygan who was or could be a good source of personal and social news. The fruits of this

work are being gathered today. There are almost no outgoing calls. The number of incoming calls is beyond computation. Seven or eight columns of this type of news, every day. From all over the city and county. In season, also attractive and newsy letters from Sheboygan people who are away on business and pleasure trips.

And, every day, an assistant spends *making all trains*—in a town of 37,000—and, what is more, spending the rest of the time in *the retail stores*.

Many clerks in Sheboygan are accurate reporters for the *Press*. In recent times it is largely a task of collecting the written items from them. They know what is wanted, how to write it out, how to give real tips—and they like to do it. That's I'll say, making use of "everyman's desire for reporting and writing."

Note the form, in connection with this story, sent out for getting the news of weddings—one of a number of such forms in use at the *Press* always mailed with a return-envelope, not stamped.

Advertising and circulation departments—highly efficient and productive—have *some* benefits from these methods, of course.

The job department is growing so, that it will shortly be organized as a separate corporation.

Mr. Broughton, as "*NPJ*" readers know, was recently a good deal under the guns over the country for a machine-gun attack on a number of "our leading free-publicity hounds." He mentioned names, too.

THE following is the text of an engraved card coming to Mr. Broughton from his staff on the day of



SPEAKS A WELCOME

Main Entrance of the New Building
Sheboygan (Wis.) Daily Press



NEW NEWSPAPER HOME WITH MANY NEW FEATURES

*In the Corner at the Left Is the Business Office, Beyond Which
Are the Editorial Departments, Except the Editor's Suite Which
Occupies the Corner at the Right*



the dedication of the new *Press* plant and building, March 7:

TO MR. C. E. BROUGHTON:

We rejoice with you today in the wonderful achievement that you, our editor and employer, have made and wish you many more years of success and continued growth of our newspaper. The Sheboygan Press Employees

On March 9, a gathering of publishers from all parts of Wisconsin came to celebrate with Mr. Broughton, who entertained them royally.

A 48-page souvenir edition was put out, with a great many extra copies sold to townspeople and sent to every part of the world. This interest reflects the Broughton idea of circulation building. One method is to have a man out every day from April 1 to October 1, seeing subscribers as well as non-subscribers all through the county and environs; always reselling the *Press* and its news service—to non-subscribers, subscribers, lapses, old-timers and newcomers. His collections, especially on renewals, make the work very profitable.

THE PRESS building is 120 x 150.

It is the third home in 16 years. The previous change took place only two years ago. The late Congressman Charles H. Weiss and T. M. Bowler were interested in the paper in its earliest days. The new plant and equipment (practically every whit new) has no debt on it. The "*NPJ Blue Print*" describes equipment as well as layout. The floors of the mechanical departments are laid with Carter Bloxonend. Press foundations are individual. The Duplex Tubular at highest speed would not be heard in the front offices, except perhaps by someone trying hard to hear it. It has Cutler-Hammer control. The

composing room cabinets and other furnishings are Hamilton, steel. A new and already much-appreciated piece of equipment is the Ludlow System. It is making a great hit with the advertisers, the composing room forces—and the cost accountant, too. Hill-Curtis Saws are used. Machine bookkeeping has been adopted. A complete Addressograph system operates in the business and circulation departments. The circulation is over 14,000 paid. There are showers and other conveniences for employees. Ventilation is more than a name in this plant. Decorations in the offices and plant tend to greys. The Editor's office is in walnut. A very fine rest room for ladies is a feature. The building will carry two more floors. A large part of the second floor is used by the Commercial Engraving Co., one

Please mail at once in the enclosed stamped envelope to the Sheboygan Press-Telegram, the following information regarding your wedding:

Bride's name
Daughter of Mr. and Mrs.
Address
Groom's name
Son of Mr. and Mrs.
Address
Married when and where
By whom
Music
Bride's dress
Flowers
Attendants of couple
Dress of bridesmaid
Her Flowers
Reception, where, describe
Decorations
Out-of-town guests
Honeymoon trip
At home, when and where

THANK YOU!
SHEBOYGAN PRESS-TELEGRAM,
SHEBOYGAN, WIS.

GETS ALL WEDDING NEWS

Form Used by Society Editor of
Sheboygan (Wis.) Press, by Mail

of the largest plants in the Northwest. Herman Loesing executed the general contract, and Edward Arthur Juul was the architect.

Heads of *Press* departments are: City editor, Walter Pfister; director of advertising, A. C. Van De Repe; manager of national advertising, Elda S. Gerlat; office manager, H. H. Born; mechanical foreman, George A. Brand; circulation manager, Otto Stielow; job foreman, John Stengel; press room foreman, Fred W. Ruhe. Of the forty-seven employees working inside the building, the largest number have been at work for the *Press* for a period to over half the age of the paper.

I asked Mr. Broughton to give me an expression which illustrates his business policy. Very quietly he said:

"TAKE A STAND." There you are. He's an "editor-publisher," as against the decription "publisher-editor."



IN a sparkling address to the annual of the Inland Daily Press Association, Chicago. Mr. Broughton discussed recent experiences with the "free publicity hounds," some of which gave him national publicity. Here is one point he made:

"You will be called upon during the next six months to face the real test of your career. The country is being flooded with this free propaganda. Shall we run our own newspapers or let somebody else run them? If you believe in that policy, then we will be back to the old days where a load of wood, a bushel

of potatoes, was thankfully received in payment for a newspaper subscription. I do not say this with any idea of reflecting upon the noble men of the early days.

"The American Bankers' Association has been one of the worst violators, sending out every month, a page of publicity in mat form. * * * We must bear in mind that we have but one commodity to sell, and that is advertising. If you were to step into the bank of any of the members of this American Bankers Association, and ask the president for a donation, a total stranger as in my case, you can well imagine the reception that you would get, or likewise if you were to ask some radio corporation for a receiving set. This argument holds good all down the line."

III. *Advertising Your Newspaper in Your Own Newspaper To Increase Its Circulation, Advertising, Job Work*

Powers of Advertising, and Newspaper, Grow When Publisher Cooks His Own Recipe

*Good Angles Found in "NPJ" Survey;
New Curves on Classified Promotion*

By CHESTER H. DU CLOE

From the Experiences of 200 Publishers

THE great bulk of promotional work done by newspapers is designed specifically to increase the use of advertising space, and the ways of doing it are many and diverse. Successful methods of promoting advertising through use of the newspaper's own news and advertising columns may be enumerated in astonishingly large numbers, and an attempt to cover the entire field even in the briefest manner would take up too much space for the size of this magazine. Through necessity, then, only those methods which have proven outstandingly trustworthy, and which may be applied by any newspaper, large or small, will be described. The field can best be covered by proceeding from the general to the particular.

General advertising promotion recites the advantages of advertising as a general business proposition. Frequently such messages are combined with a report of business conditions in the community, county or state which the newspaper serves. A recent page ad in the Guelph (Ont. Can.) *Evening Mercury* is a good example of this type. The ad gives facts about conditions in the community which point to more prosperous times for both business and agriculture. Then it urges manufacturers, wholesale firms and retail merchants to recognize and take full advantage of this condition by reaching out for their share of the

consequent extra business through the columns of the *Mercury*.

Another type of the general promotional ad is that which sets forth the advantages of advertising in a morning newspaper as against those of an even-

ing newspaper, or vice versa. The Rockford (Ill.) *Morning Star* uses this type frequently. The Fargo (N. D.) *Forum-Tribune*, which has both a morning and evening edition, capitalizes on this feature with promotional advertisements enumerating the advantages of advertising in both a morning and an evening newspaper and of dealing through but one channel.

Some newspapers publish promotional ads telling of the confidence that advertisers and subscribers place in it as a merchandising medium. The Janesville (Wis.) *Gazette* is a frequent user of this type. A double truck promotional ad in that paper carried imprints of the trade marks and signatures of about 100 national advertisers who use the columns of the *Gazette* to cover the Janesville market. Accompanying the reproductions of the cuts was the message which pointed to the trademarks as testimonies of confidence in the *Gazette* as a profitable medium. Headlines in the ad said: "CONFIDENCE BASED ON KNOWLEDGE. Newspaper Space Purchased by Experienced Buyers Must Be Productive to Hold Such Gigantic Volume of Good Will." A similar ad listed the names of national magazines and newspapers which were regularly advertised in the *Gazette*. The use of the *Gazette* by such careful advertisers, it was pointed out, was an indication of

AWAKE TO RADIO BUSINESS
Bloomington (Ill.) *Pantagraph* Started
Early and Keeps It up Steadily
(3 COLS. BY 9 INCHES)



Turning the Page to Prosperity

The barometer of conditions points to Prosperity with no uncertain signs. The centres of finance, agriculture, industry and commerce have already experienced the fore-runners of good times.

The rare combinations of good crops and good prices greet the farmer. Labor is being more actively employed by mills and foundries. Canadians are buying home-made goods, and money is in greater circulation. Canadians in the United States are coming back to this land of greater opportunities.

Prominent men in all parts of Canada acquainted with the vital details of business affairs are confidently optimistic.

L. W. Beatty, President of the Canadian Pacific Railway, says: "Industrial conditions are gradually improving." J. A. McLeod, General Manager of the Bank of Nova Scotia, finds "conditions much improved—steady and prospects bright."

Business in Guelph is comparatively better. W. A. Cowan, ex-Alderman, and one of this city's best known building contractors, says: "Builders are busy, with a good deal of work in view this winter, and already the promise of a big building year in 1925."

Our national health is good, our pulse is growing normal. Business in September showed a healthy upturn, and has continued to show a very healthy condition in October. The manufacturer has been quick to recognize a strong potential buying power, to the immediate benefit of the wage earner and the retail merchant who is prepared to reach out for his share of business.

The Guelph Evening Mercury

Good Business Is Developed By Good Advertising



No. 1 of a Series

PROVES UP ITS EXCELLENT LOCAL CONDITIONS

Ontario Evening Daily's Display Pages on Prosperity Contain News Frequently Used Only in News Columns

how thoroughly the paper was accepted as the medium for southern Wisconsin.

The La Salle (Ill.) *Tribune* advertises the confidence of its readers. A recent ad said, "The Confidence which its readers have in a newspaper moves the goods advertised in that paper. * * * For over thirty-four years the La Salle *Daily Tribune*, by its policy of Cleanliness, Truth and Reliability has built and held the confidence of its readers. This confidence is not confined to news and editorial columns alone but extends to the advertisements as well. * * *

SPECIAL ADVERTISING PROMOTION

THE most proximate departure from the general promotional advertisement is the one which has a special message of some sort. It may appeal to a restricted class of advertisers, or bring out a single point in the paper's service which recommends it as a medium for those especially interested.

Such ads are used by the Cleveland (O.) *Plain Dealer* quite often. Recent promotional ads in that paper tell how efficient bus transportation connects Cleveland with all of northern Ohio, making it the "shopping center of this section," and why the *Plain Dealer* is an effective medium for advertising household utilities, since it has a particular appeal to the woman in the home.

Promotional advertisements directed at firms or persons conducting public auction sales are common. The Waterloo (Ia.) *Evening Courier* appealed to such advertisers by telling why the families among which it circulated were particularly interested in auctions. Farming communities usually turn out crowds for public auctions. The Hillsdale (Mich.) *Daily News* pushes hard for auction sale advertisements.

Farmers and breeders with poultry or stock to sell were appealed to in a promotional advertisement used by the Ke-

wanee (Ill.) *Daily Star*. Display ads were advised for the best results. The Blue Island (Ill.) *Sun-Standard* uses special ads which promote the use of the "locals" column and front page positions which are offered at slightly higher prices.

A "Market Basket" section appears every Friday in the Ironwood (Mich.) *Daily Globe*. Advertising in the section is promoted by ads appealing to retailers of table supplies. These ads appear almost every issue. "We are sold on the advisability of running advertising of this nature and we never neglect running at least one of our own advertisements in every issue that we publish," said L. I. Noyes, secretary-treasurer of the *Globe*.

Classified Columns Well Fertilized

MOST newspapers are active in the promotion of classified ads. They use the news columns, display ads and the classified columns for the work. And there certainly are a host of reasons why classified advertising should be promoted to the limit: the revenue is great, as a circulation builder the classified department is unequalled, and the value of a paper as a medium for display advertising by both local and national accounts is in the majority of cases judged by the amount of classified advertising it carries.

Special campaigns to promote classified advertising are often used with success. A recent one by the Gary (Ind.) *Post-Tribune* was highly profitable. A special woman solicitor, named "Miss Rea Zults," was hired and news columns, display ads and classified ads were enlisted in the boosting work. The solicitors and assistants started a city-wide house-to-house canvass to show people how to turn unused articles, such as household furniture, light fixtures, clothing, tools, etc. into real money. Small

Save Both Time and Money

SELL—
That car, home, livestock, unnecessary furniture, in a bator—ANYTHING!

RENT—
That house, typewriter, garage—EVERYTHING

BUY—
At a bargain, what you happen to need most and the other fellow needs least.

FIND—
Employment if you need it; a watch if you have lost it.

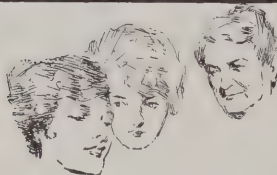
TRIBUNE CLASSIFIED ADS.

The Maryville Tribune

SELL, RENT, BUY, FIND

An All-Around Classified-Ad Getter,
Maryville (Mo.) Tribune
(3 COLS. BY 8 INCHES)

The Purchasing Agents of Cleveland's Homes — Are You Reaching Them?



The Plain Dealer has the BUYERS!

Women are good buyers. They have learned the futility of "just shopping around." They know exactly what the family purse will stand and how to stretch their budgets to the elastic limit.

That's why women are so open to suggestion through advertising. Advertising enables them to check up on what the various stores are offering in the way of specific articles, prices and values. It tells them where to go for what they want and just how much to pay.

But—
To reach and sell the family buyer you must appeal to her through the paper she reads.

In Cleveland that means The Plain Dealer.

Go through any issue of The Plain Dealer and note the items of interest to women. Note, too, the tremendous bulk of advertisements directed to women—advertisements placed by concerns who year after year have found their advertising in The Plain Dealer increasingly profitable to them.

The women of Cleveland and Northern Ohio naturally turn to The Plain Dealer for advice on where and what to buy. No newspaper in America has a more loyal, more enthusiastic or more worthwhile feminine following.

Among the women—as well as the men—The Plain Dealer has the BUYERS!

The Plain Dealer

Cleveland's Greatest Salesman of ANY-Priced Merchandise

IT GETS TO THE PUBLIC, BUT THE STORES ALSO SEE IT
Cleveland, (O.) Plain Dealer Full Pages Continually Boost the City as a Shopping Center; Also Plays Up Transportation Lines

cost was emphasized. Interesting news stories covered the progress of the solicitors. Frequently a real human interest story was uncovered.

Display ads helped in the campaign by stressing the facts brought out in the personal interviews conducted by "Miss Rea Zults" and her staff of assistants. More pin money for Christmas presents was one of the angles from which the ads were written. Some of the ads used in this successful campaign will be published later.

Some papers conduct a continuous campaign for more want ads. One paper doing this is the Racine (Wis.) *Journal-News*. About once a month this paper uses page-depth five-column advertisements on the service of the classified department. These large ads are supplemented with smaller ones which appear more frequently, sometimes two and three times during the week. The Maryville (Mo.) *Tribune* and the Moline (Ill.) *Dispatch* attribute much of their success in getting more classified advertising to the continuous use of display promotional matter. The Ironwood (Mich.) *Daily Globe* frequently inserts boxed items in its front page which advise the

reader to scan the classified ads. Copy for one used recently reads:

TEN DOLLARS A MINUTE!

Those few minutes that you don't spend in reading the classified ads of the *Globe* every day are worth good money to you.

Sometimes they're worth a dollar apiece, sometimes ten dollars, and sometimes a great deal more—all depending on what you need that particular day.

No matter what you want, you can count on one thing—that the quickest, easiest and least expensive way of getting it is to look it up among the ads in the classified columns.

READ FOR PROFIT—USE FOR RESULTS

A SIMILAR type of classified ad promotion is used by the Duluth (Minn.) *News Tribune*. Front page boxes are used for testimonial statements by persons who got satisfactory results from *News Tribune* want ads. A recent one reads: "*Electric Motor Concern Says Want Ads Pull.*" Verifying the statement that *News Tribune* want ads bring results. M. C. Solon, manager of the General Distributing company, selling electric motors, states that an average of from 4 to 5 calls are received daily from his classified ad in *The Duluth News Tribune* and a corresponding number of sales are made resulting directly from these calls.

"What *News Tribune* want ads can do for others, they can do for you. Just phone Melrose 6200. Your name in the 'phone book establishes your credit." Miss Hazel H. Mc Guire of the paper's classified department says testimonies are most effective.

"WANT-AD WEEKS"

SPECIAL Want Ad Weeks, and special prices on want ads during a specified time usually produce not only a tem-

The Want Ads Do Great Work

The little want ads surely return wonderful results. Every week we have occasion to notice the work done by these little ads, and it is mighty gratifying to note that the advertisers get their money's worth and accomplish what they set out to do through their advertising.

Last week the paper carried the following ad:

WANTED: Two word choppers. Have a good place for married men to live. Address by letter: C. B. Jennings, Grand Rapids, Minn. or in person at the Independent.

A dozen men applied at the Independent office to find out about this work, and we don't know how many went to Mr. Jennings direct.

The ad below ran for some time:

FOR SALE: Five room house, with bath, paved street, good location. Good build. Lower "Knox" for letter to J. C. Box, C. Grand Rapids, Minn.

The replies were forwarded to the Independent, and in spite of the fact that real estate is not moving readily these days, the letters in reply came at the rate of about two a week, and if the owner of the house did not sell, it was not because the ad did not bring him plenty of prospects.

Other ads are bringing like or better results every week and they regularly prove the motto this paper has adopted—"If it is something that will move, an Independent 'Want, For Sale, etc.' ad will do the business."

TRY ONE NEXT WEEK FOR THAT USED FURNITURE OR OTHER ARTICLES YOU WISH TO SELL

PLAYS UP THE RESULTS
Grand Rapids (Minn.) *Independent*
Reprints Ads, Tells Returns
(2 COLS. BY 6 1/2 INCHES)

Type and Ink Will Make 'Em Think of Coming Events, if Printed In Our Locals

READING NOTICES
15c Per Column Line

EACH AD MAKES A POINT
Blue Island (Ill.) *Sun-Standard* Is Economical in Using Its Space
(2 COLS. BY 4 INCHES)

The woman who entertains well—

THERE'S something indescribably fine about the woman who entertains well. From the cheery appearance of her home to the service she so deftly affords—everything is so natural—yet so charmingly different.

Such splendid hostesses, once very rare and belonging only to the idle classes, are now to be found everywhere. They grace homes in every walk of life—making them happier through the many friends they attract.

Advertisements keep these women ahead of the commonplace. Advertisements tell of the newest and most delightful things. Advertisements announce new customs and practices. They tell what the world approves as correct.

The woman who entertains well must read the advertisements. Not only to keep pace with progress—but to learn how to do so on a limited purse. For advertisements are more than harbingers of style—they are announcements of economies that may be practiced safely.



Read the advertisements—to know what is new, what is correct—and what is economical

TWO WAYS OF HOUSE HUNTING

One way is to take your wife and children, go out and walk up one street and down another looking up "For Rent" signs. When you find a house that you think may suit, you have no key to it and cannot see the inside of it.

Another way—the easy way—is to sit down and read the ads in the "For Rent" columns of the Globe-Gazette, pick out two or three that you think will suit and then go to the people who offer them for rent, and get the keys. Get on the inside of the house and you'll know whether or not you want it.

Still another way is to advertise in the "Wanted to Rent" columns, describing the kind of house and location you desire.

CALL THE GLOBE GAZETTE
PHONE 28

SUPPOSE YOU GET \$25 A MONTH FOR THAT ROOM

You are actually losing 83c every day that it is vacant.

If you rent it one day sooner through a Globe-Gazette Want Ad, you have saved more than the average cost of such an ad for three days

You are more liable to rent it days sooner and save considerable money if you telephone your ad just as soon as you find the room is going to be vacant.

PHONE 28

EVERY ONE A LESSON

Mason City (Ia.) Globe-Times Uses
2, 3, 4 and 5-Column Copy

porary but permanent increased use of the classified department. A Want Ad Week was promoted successfully by the Danville (Ill.) *Commercial-News*. Every Danville home was solicited personally by a representative of the *Commercial-News*. The solicitor's mission was to explain the pulling power of his paper's classified section, give out ideas on how unused articles could be turned into cash, and how the "wants" of the home visited could be obtained with want ads. Want Ad Week is a semi-annual event with the Danville *Commercial-News*. The main purpose of this special effort is not to obtain the temporary additional revenue, but to keep alive the interest in the classified section all through the year.

For one week the Plymouth (Ind.) *Pilot* reduced the rate on want ads one-half. This special offer came during the week of Jan. 7 to 12, 1923, right in the midst of the annual slump in ad-

vertising after New Year's Day. The special offer served to bolster up the income for the week and increase interest in the classified department. Leads and tips on articles to sell were mentioned in the display ads used in connection with the offer. The Rockford (Ill.) *Morning Star* established a reduced three-day rate to increase classified advertising on Friday, Saturday and Sunday.



BOOSTING PARTICULAR CLASSIFICATIONS

THE Bloomington (Ill.) *Daily Pantagraph* finds it profitable to push the advertising of particular products in the classified columns. One week display ad will promote the use of classified ads to sell poultry; another week will be devoted to radio sets and supplies. This specialization does not affect the advertising of other products, according to the *Pantagraph*.

Similarly, the Duluth (Minn.) *Herald* boosts the various classifications of its want ad page. In every issue appears a one-column display ad with a message dealing with a particular classification. A recent one pertaining to "Business Opportunities" is interesting and convincing. It is reproduced herewith.

Reprints of testimonials by persons who have used classified ads successfully are effectual producers of more business. The Oelwein (Ia.) *Daily Register* specializes in this type of promotional advertising, and recently completed a special campaign in which the actual results obtained through the use of the *Register's* classified advertising columns played a prominent part in the copy. "We have found this advertising to be doing us quite a bit of good," said W. T. Armbruster, advertising manager, "while we anticipate even better results as the campaign progresses." The Youngstown (O.) *Vindicator* used this angle when it published an 18-inch, 6-column advertisement saying that 110,289 want ads

were published in its columns during the first nine months of 1924. This figure was larger by 31,793 than that of any other Youngstown paper for the same period.

DISTRIBUTES 'PHONE BOOK COVER

GOOD will toward the Janesville (Wis.) *Gazette* classified advertising department was increased considerably when that paper distributed a black and gold telephone book cover to every subscriber on the Janesville exchange. A large ad in the paper called attention to the offer and suggested means by which the telephone book could be used in connection with the *Gazette's* classi-

No Matter How the Going Is

No Matter What the Weather Is

You Can Cover the Town
and Cover the County

WITH A MESSAGE THAT WILL REACH PRACTICALLY EVERYBODY. YOU CAN GO INTO THE HOMES OF ALL THESE PEOPLE AND TELL YOUR STORY TO THEM WHILE THEY LISTEN INTERESTEDLY.

Through the Classified — of the — Enquirer and News.

It's the Great Market Place—
the Great Want Filling Agency
of Calhoun County.

BAD WEATHER NO DAMPER
Battle Creek (Mich.) *Enquirer-News*
Makes It Help the Classified
(3 COLS. BY 11 INCHES)

Index. Two lists have a precedent set! One, a complete list of names...

Farmers And Breeders

—USE THE—
KEWANEE DAILY STAR-COURIER

TO ADVERTISE YOUR
PUBLIC AND STOCK SALES

Because of the general distribution of the Star-Courier among the farmers throughout this section, it is a medium for you to attract extra buyers to your sale. Don't lose a chance of not having a crowd.

The more you have at your sale, the better your opportunity for having a successful sale.

WE WILL HELP YOU PREPARE YOUR SALE COPY

Put the Punch Into Your Sale

The Kewanee Star-Courier is the only daily paper in Henry, Bureau and Stark counties and circulates extensively in each.

CLASSIFIED FOR AUCTIONS

Watch for the "NPJ" Symposium, Soon,
on "Display Ads vs. Dodgers"
(3 COLS. BY 8 INCHES)

fied ad department to make sales and purchases with a minimum of effort and expense.

The *Gazette* recently published a 15-inch, 4-column ad in which effective types of want ads were described and illustrated. The message with the ad said: "These attractive want ad styles were laid out with the idea of affording a variety of 'set-ups' that would be effective on a page carrying many small advertisements. These styles have been adopted by the leading classified ad mediums throughout the country—to insure better results for the advertiser and to make it easier for the reader to find his wants. With just enough white space around them to provide a frame, they not only catch the eye but focus the advertiser's message in a compelling manner. *Gazette* Classified Ads Are Received in Every Progressive Home in Southern Wisconsin."

Along this same line, the Racine (Wis.) *Journal-News* published a page-depth, 5-column ad urging classified advertisers to be explicit in preparing their ads in order to obtain the best results. To illustrate what "being explicit" meant, a list of questions was printed which the advertiser should ask himself about the article referred to in his ad.

TAKING BOTHER OUT OF "TF" ORDERS FOR WANT-ADS

R. W. STEVENSON, Easton (Pa.) *Express*—"TF" classified ads have been known to run for months and then cause trouble about the bill. In this office, upon receiving the order, the solicitor repeats the instructions carefully. The ad is inserted "tf" from the date it starts until the last publication day in the current month. This saves time in that only one order slip must be made out and billed. Every week thereafter the advertiser is notified by phone or mail that his ad is still running. Complaints have decreased 75 per cent.

All Virginia Is Active in Preparations for 1925 N. E. A. Convention and Trip

Announcement of Awards in National Membership Contest and Big League Program Also Attract Publishers

By H. C. HOTALING

Executive Secretary-Manager, N. E. A.

PUBLISHERS who attend the annual of the National Editorial at Richmond, Va., in June, are assured in many respects of the most interesting program in the history of the association.

Nothing is being spared by the citizens of all Virginia to make the entertainment especially attractive, and in June the Old Dominion, in all its glory, with its natural beauty, its mountains and rivers, deep green valleys, has scenic resources that are second to none. And, it is the cradle of the American nation. Those in charge of the side

trip program have devoted no small amount of time to arrange the schedule in such a way that the most of the important places will be visited. Included are the old homes of Washington and Jefferson; Mount Vernon, and Monticello. Other places of historical significance, closely allied with the lives of these two men, will also be visited. The birth place of Abraham Lincoln's father as well as the old home of Woodrow Wilson at Staunton are on the list.

Then there are the battlefields—the places where the boys of '61, both

north and south, gave their lives for the principles they believed in. These become all the more interesting when it is realized that Virginia was the heart of the Confederacy; that Richmond, the city where the editorial meetings will be held, was the capital city of the South.

THERE will probably be a number of new faces at the meeting this year, as the membership contest that is being staged by the editorial association has added a large number of new N. E. A. members. The membership contest, which will close on May 1, will be announced at that time. More than 415 have been added to the rolls of the organization, and the contest is growing in interest.

The program for the editorial meeting will soon be complete, and when it is published there will be many unusual features listed. Any editor who can possibly "make the grade" should plan to attend the annual meeting, even though he has to turn his duties over to the office devil for a period.

TAYLOR COUNTY STAR-NEWS, MEDFORD, WIS.

Every Want Ad Is A Live News Story To Some- body

A THREE-LINE WANT AD ON THE STAR-NEWS WANT AD PAGE MAY CONTAIN NEWS OF GREATER IMPORTANCE TO SOME STAR-NEWS READER THAN SOME 300-LINE STORY ON PAGE ONE.

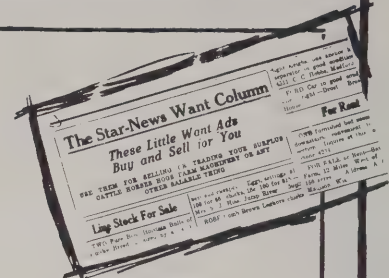


USE THE STAR-NEWS

Medford, Wis.

PHONE 262

Res. Phone. W. H. Conrad 3119



OUR WANT ADVERTISERS CONTRIBUTE THE "SELLING NEWS". EVERY ONE OF THEIR STORIES IS SPOT NEWS TO SOME GROUP OF READERS.

That's one of the reasons why The Star-News Want Column is the most thoroughly read Weekly Newspaper Want Column in the State.

COMMUNITY WEEKLY PROFITABLE MEDIUM

Publisher W. H. Conrad has Built Up a Full Page of Classified, Well Patronized by Farmers, by Constant Advertising; Inset Near Top of Page-Ad Cut Shows Heading of Department

What Is a "Local" Advertiser? New Definition,—and Rates

*Milwaukee (Wis.) Journal Works Out Change
Putting 250 Under the "General" Listings*

SHARPENINGS-UP are taking place in definitions in newspaper advertising offices. The Milwaukee (Wis.) Journal on March 1 put some 250 theretofore "local" advertisers into the "general" (foreign) advertising class. Here is the ruling: "MANUFACTURERS OR WHOLESALE DISTRIBUTORS OF ANY PRODUCT, OR PERSONS DOING A BUSINESS WHICH IS BOTH WHOLESALE AND RETAIL, ARE 'GENERAL' ADVERTISERS." The following points are made:

- 1—Firms doing a retail to consumer business exclusively through their own retail outlet in Milwaukee are "local."
- 2—Manufacturers or wholesalers, with their home offices outside of Milwaukee, selling their product to Wisconsin retailers or consumers are "general."
- 3—Manufacturers or wholesalers, with their home office within Milwaukee County, selling their product at wholesale to dealers, are "general."
- 4—Manufacturers or wholesalers, with their home office in Milwaukee County, selling their product through a combination of their own retail outlet and also through dealers in Wisconsin are "general" accounts.
- 5—Manufacturers or general distributors, with their home office within Milwaukee County, doing a general business to consumers or dealers in Wisconsin and outside of the state are "general" accounts.
- 6—Any advertisement carrying one or more retail dealers' names, selling

their product or service, is subject to a "general" rate.

- 7—Any advertisement carrying a dealer's name as a general distributor, is subject to the "general" rate.

The Journal uses the classification of "local" and "general" advertising as more accurate than the old classification, "local" and "national" or "foreign."

First American Publishers' Conference To Be Held in New York City, April, 20

*Regional Associations Appoint Delegates in Move
For a "Continental Congress" on Common Problems*

A REGIONAL conference has been called at the instance of President George D. Lindsay of the Inland Daily Press Association, following confidential correspondence on publishing questions which secretaries and managers of regional newspaper publishers' associations have had for a number of years, to be held in New York City at the Waldorf Apartments on the Thirty-third street side of the Astor Gallery, Waldorf-Astoria Hotel, April 20.

The object of this conference is to organize a conference bureau or some similar organization, where publisher printer problems may be taken up to a greater extent than a regional association can handle them.

Following are the delegates selected by the presidents of each organization:

"Local" accounts are charged at the local advertising rate on a sliding scale; "general" accounts at the flat rate which has heretofore been called "national." General advertisers are entitled to contracts for a year, and may buy position; local contracts are from month to month and no position is sold.

◆ ◆ ◆

TEARSHEET INSURANCE—To insure that tear-sheets showing advertising will not be overlooked, the Marysville (Cal.) Democrat mails them in a No. 10 envelope, prominently printed in red ink with the following wording: "Marked Copy for Checking, from Marysville Democrat, Marysville, California." This size of envelope holds a 17½x22½ page folded first in quarters and then in thirds.

INLAND DAILY PRESS ASSOCIATION—A. L. Miller, Battle Creek (Mich.) *Enquirer & News*; E. P. Adler, Davenport (Iowa) *Times*; F. M. Lindsay, Decatur (Ill.) *Herald*; F. H. Burgess, La Crosse (Wis.) *Tribune*; George H. Rogers, Cleveland (O.) *Plain Dealer*; F. A. Miller, South Bend (Ind.) *Tribune*; George D. Lindsay, Marion (Ind.) *Chronicle*; Wil V. Tufford, Secretary-Treasurer, Clinton, Iowa.

SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION—W. C. Johnson, Chattanooga (Tenn.) *News*; Ross A. Reeder, Miami (Fla.) *News*; F. C. Withers, Columbia (S. C.) *State*; Powell Glass, Lynchburg (Va.) *News*; Urey Woodson, Owensboro (Ky.) *Messenger*; H. Giovannole, Lexington (Ky.) *Leader*; Wiley L. Morgan, Knoxville (Tenn.) *Sentinel*.

NEW ENGLAND DAILY NEWSPAPER ASSOCIATION—Edward T. Carrington, New Haven (Conn.) *Journal-Courier*; Albert W. Fell, Manager; Kendall B. Cressey, Bridgeport (Conn.) *Times*; John W. Haigis, Greenfield (Mass.) *Recorder*; W. B. Howe, Burlington (Vt.) *Free Press*; Buell W. Hudson, Woonsocket (R. I.) *Call*; Donald B. Miller, Pittsfield (Mass.) *Berkshire Evening Eagle*.

PACIFIC NORTHWEST NEWSPAPER ASSOCIATION—Delegates to be appointed.

NORTHWEST DAILY NEWSPAPER ASSOCIATION—Frank H. Burgess, La Crosse (Wis.) *Tribune*. Others to be appointed.

CANADIAN DAILY NEWSPAPERS ASSOCIATION—To be appointed.

OTHERS TO BE PRESENT—President John L. Stewart, Pennsylvania Newspaper Publishers Association; President Frank E. Gannett, New York State Publishers Association. (These represent territory where the organization of a regional association is being discussed.)

Take Advantage Of PILOT WANT AD WEEK! January 7th to 12th

*The Daily Pilot Will Run Want Ads
January 7th to 12th at Half Price*

USE A PILOT WANT AD DURING WANT AD WEEK TO OFFER YOUR FARM FOR SALE.

USE A PILOT WANT AD DURING WANT AD WEEK TO SECURE A POSITION.

USE A PILOT WANT AD DURING WANT AD WEEK TO SELL THAT AUTO.

USE A PILOT WANT AD DURING WANT AD WEEK TO SELL THOSE BROOD SOWS.

USE A PILOT WANT AD DURING WANT AD WEEK TO SELL THE SURPLUS FURNITURE OR MACHINERY.

Phone 'Em In

Mail 'Em In

Bring 'Em In

Do it now while you are thinking about it!

The Plymouth Daily Pilot

The Want Ad Paper

Phone 647

ONE WAY TO GET RETURNS FOR WANT-AD BARGAIN WEEK
Plymouth (Ind.) Pilot Used a Half-Page Display; In Each One the
Various Uses and Possibilities of Classified Were Set Forth

Editorial

"Why Not More Forceful Trade Journals in This Field?"

By JOHN L. MEYER

Managing Editor, National Printer-Journalist

THE Colorado Editorial Association's *Inter-Mountain Press*, edited by Secretary George T. Haubrich, and W. V. Olin, publishes an association question box query as to why only, "one or two, at the most, of printing and newspaper trade publications seem to hit the spot, attain and hold any great amount of reader interest."

"By accident," says the editorial, "the questioner became known and later explained that instead of concrete examples, most such publications are devoted to 'old stuff' and to sermonizing on the things which newspaper people frequently do wrongly and which they know are not good business."

NATIONAL PRINTER-JOURNALIST is interested in the question. It is thankful for the question. It prizes its remarkable reader-interest, which has grown up during the past two years. The voluntary letters received as evidence of this every day—in every mail, every day—are indeed gratifying.

Also, "NPJ" is interested because it confidently believes it became some two years ago,—after a long, honorable and dignified career in other editorial hands—the *very first magazine of practical experience* in this field. It has eschewed preaching. Every issue has printed a growing number—up to 200 or more—*practical experiences* of concrete interest and value, with the names of the publisher: printers who had and gave these experiences, *voluntarily*, for the good of the business and profession. We have accepted the friendly title of "*The Printers and Publishers' Experience Exchange*."

We ARE interested in the Colorado question. We were and will continue to be interested in it—note the greater number of idea-items and articles from month to month. Note the more convenient departmentization, the application of continuously higher editorial standards and make up; the highest-grade printing of "NPJ," at very great cost.

THE *Inter-Mountain Press* knows what the difficulty is which results in "old stuff" in the trade papers. We agree to a degree with its analysis which is this:

Apart from financial considerations, which govern the size of magazines, just as they do the size of newspapers, the primary reason trade publications do not get down to grass roots is that their readers, having discovered a new way to do an old thing, or that the old way of doing in a specific instance is wrong and unprofitable, do not report the facts to their publication. It may be said without hesitation of all editors of such publications that they would far sooner run contributed matter than write copy to fill the same space, especially if the matter contributed is germane to the every day problems of their readers."

The *Inter-Mountain Press* then takes up "sermonizing," and shows the apparent need for it with regard to the foolish and ancient, alleged "business sins of omission" of the publisher-printers of the Country.

THE Editor of "NPJ" wishes to enter certain exceptions against the analysis, *not as to its motive and worth*, but as to its detail. We believe we have earned the right to enter exceptions. We were instructed by our publisher to get out a superior, unique, highest-grade magazine exclusively of practical experiences in the field—"for and by the printer-publishers." That was the restriction laid down. The only one. No "financial considerations" entered. Only, "the best." No hours have been too long, no Pullmans too hot, no work too hard. "Only the best." IT CAN BE DONE!

We enter exceptions to the "all editors of such publications." in the foregoing quotation, as preferring to run contributed matter rather than write copy. *Both ways*. Our editorial department is never too busy to share its own experiences—in an establishment comprising a large mechanical plant, six other trade journals; and, every executive a newspaper-trained man.

We enter exceptions to the method—the supposedly effective but really *never-effective* method—of "sermonizing" and bawling out—and to spurious "inspiration," the tool of the mentally lazy—to correct sins of omission and commission in this field.

THE way to improve conditions is to *SHOW DEMONSTRATIONS OF IMPROVEMENTS, demonstrations by the practical men in this field.*

We heartily agree with the set-up of the *Inter-Mountain Press* as to the nature of the evils that must be remedied. We have an even much larger program. We propose to continue to work it out by publishing, examples, experiences,—the tried and proven, furnished cheerfully by a pretty good quota of the publishers and printers of this continent, who volunteer to say that they have at last found a channel for their effort to be of service when asked for it, a channel sufficiently broad and widely-distributed to be worth while.

The objective must never be person, place, or thing. It is an idea, an *ideal—the progress of the field of Printing and Newspaper Publishing in America*. That is our policy.

ONE other point "on the side-track": This writer believes that there are too many impractical, and not enough really useful "association bulletins" in this field, and he as an individual wants to go on record here to say so. There are splendid examples of the *practical* kind. They are doing big work. No trade publication, *no experience magazine*, can ever or should desire to take the place of the bulletin of the Inland Daily Press Association, of the Southern Newspaper Association, and a few others. They have a definite purpose. It is a constructive purpose. It is an *association* purpose. It is not a catch-all purpose. They do not run advertising, knowing the incongruity of it with the purpose and scope of such bulletins. They do not "blah."

They keep alive the resolutions and enterprises started at annual and semi-annual and quarterly meetings, and they do not let them die by default. And, that's their usefulness. Grace be unto them.

The "NPJ"

PUBLISHER-PRINTER ROUND TABLE

This Magazine Is Protected by Copyright. SUBSCRIBERS Are Welcome to the Use of the Ideas and Information Without Asking Permission. Reciprocate by Sending in Practical Experiences, Specimens, Newspapers, Etc., in Co-Operation With Fellow Printer-Publishers Over the United States and Canada

APRIL, 1925

Compiled by CHESTER H. DUCLOE
F. HILLERMAN and the MANAGING EDITOR

SEND AN IDEA

LET'S man the oars, bend to the task,
And pull the boat ahead,
No craft will serve us standing still,
But must be rowed instead.
The time has come when we must all
Progress and make a showing,
So never let the old ship drift,
"Don't Rock the Boat"—Keep Rowing!

—CONTRIBUTED.

NEWS : : EDITORIAL

ANNIVERSARY—ONE MORE COLUMN—The Sykesville (Pa.) *Post-Dispatch* celebrated its twentieth anniversary, not with a "special edition" but by adding one more column to the regular size—7 columns instead of 6. A humorous account of the trouble encountered in fixing up the press to take care of the extra column, was a good feature.

FERTILE SOIL—The Cobleskill (N. Y.) *Times* says that since it has been receiving the recent numbers of "NPJ" containing articles on promotion work it is convinced "that an up-to-date paper must work its own columns and do some of the things it is constantly preaching to its customers about." Evidence was submitted in the shape of a 6-column promotional ad entitled "Connecting Your Desk With Your Customers—and Especially Those People You Want to be Your Customers." (ED. NOTE: Watch for a cut of this advertisement in the next issue!)

NEW LIFE IN OLD IDEA—A variation upon the familiar "Letters From Our Readers" department, is used in the Hot Springs (S. D.) *Star*. It uses "Letters From Folks You Know."

ADVERTISING IS NEWS—Glenn & Son, San Fernando (Calif.) *Sun* recently published fulsome news stories telling the readers of having signed up two 2,500-inch contracts, each firm using 48 inches in each issue for a year. One advertiser, an automobile firm, had been using bill boards, but cut them out for the year.

PRACTICAL FARMER HELPS EDITOR—Rudolph A. Lee, Long Prairie (Minn.) *Leader*, urged fellow members of the Northern Minnesota Editorial Association to build up their farm news departments, getting a practical farmer to assist in writing. His own paper developed alfalfa and sweet clover growing. He distributed 1½ cars of seed to 495 farmers, who interested 500 others, and now 1,000 more farmers find the *Leader* indispensable. "Get the people to feel they need your paper," he declared.

PAPERS IN SCHOOLS—"Let each publisher consider seriously the question of taking up with the superintendent of his public schools and the board of education the plan of having a copy of his paper read in each school room each day as a regular course of education on public questions. It would also cultivate a reading habit, beneficial to the pupil in his home life, and would also have a tendency toward a more careful editing of the columns of a paper."—BULLETIN 94, Inland Daily Press Association.

NOT LEGAL—Postal officials have again called attention in letters and bulletins to the fact that it is illegal for a rural carrier to solicit business for newspapers or other concerns.

COMMUNITY EDITORIALS—"What would the congregation say of a preacher who confined his Sunday service to the announcements of women's societies and the laymen's league, and the weekly prayer meeting—were one held; the country editor in the smallest village has a larger audience than the most popular preacher in his town. He has for his readers the boys and girls who will in a few years comprise about 90 per cent of the successful men and women of the United States. The editor may well be an evangelist, preaching justice, righteousness, not neglecting the material blessings which should be the share of all. Think of what a force it would be if every edition of every paper had an editorial bringing cheer, stimulating hope, inciting thrift and industry, and inspiring appreciation of the blessings of this republic. Each issue should have a strong editorial on some topic of interest to the reader, not too long, fair, not namby-pamby—in writing let kindness sit beside you."—ALVAH EASTMAN, Editor St. Cloud (Minn.) *Journal-Press*, address to Northern Minnesota Editorial Association.



ALVAH EASTMAN

interest to the reader, not too long, fair, not namby-pamby—in writing let kindness sit beside you."—ALVAH EASTMAN, Editor St. Cloud (Minn.) *Journal-Press*, address to Northern Minnesota Editorial Association.

COMMUNITY BUILDING

ANOTHER OPPORTUNITY—W. A. Hume, Chilton (Wis.) *Times*, advocates better community newspapers in his editorial columns; recently he urged contemporaries to write for a copy of the Harrisonville (Mo.) *Cass County Democrat*, to serve for inspiration as to ways and means.

PUBLISHERS "CLEAN NEWS" PLEDGE—The Marshfield (Wis.) *News*, at the beginning of Lent, announced it would "clamp the lid on tighter than ever on sensational news, so the *News* may be read without offense by every member of its reader-families, the youngsters as well as grown-ups."

THE PERSONAL TOUCH—R. E. Hardaway, editor of the Lebanon (Tenn.) *Democrat* believes in making his editorials personal. Note this "boxed" item in his editorial flag: "NOTE:—Because we think nameless writing lacks one essential quality, the 'personal touch', and therefore is neither as interesting nor as fair to the readers as to let him know who did it, we wish to state that all matter in this department, unless otherwise indicated by special initials or in some other manner, is prepared by R. E. Hardaway, and he is responsible as editor of the paper, therefore."

America's Printer-Publisher a Giant

Total Value of Products, Including \$112,000,000 Job Work, Is More Than a Billion-and-a-Quarter; And, Atop This, the Exclusive Commercial Job Plants Reached \$738,227,363 in 1923

THE U. S. Department of Commerce announces that for 1923, establishments in the United States engaged primarily in printing and publishing newspapers and periodicals reported a total output valued at \$1,268,501,566, an increase of 12.9 per cent as compared with 1921, the last preceding census year. Exactly 10,267 establishments reported.

Of the total for 1923, \$793,898,584 was receipts from advertising, \$361,178,329 from subscriptions and sales, and \$113,424,653 by revenues from a variety of sources, including job printing, the printing and publishing of books and pamphlets, machine composition for others, etc. (Establishments engaged primarily in job printing or in the printing and publishing of books and pamphlets are classified by themselves in the "Printing and publishing book and job" industry.)

Summary statistics for 1923 and 1921 are presented in the following tables. The figures for 1923 are preliminary.

GENERAL STATISTICS, PUBLISHING INDUSTRY: 1923 AND 1921

	1923	1921	Per cent of Increase
Number of establishments.....	10,267	10,453	-1.8
Wage earners (average number).....	116,440	107,534	8.3
Maximum month.....Dec.	120,412	Dec. 110,355	...
Minimum month.....Aug.	113,960	July 105,556	...
Per cent of maximum.....	94.6	95.7	...
Wages.....	\$196,644,328	\$174,358,525	12.8
Paid for contract work.....	\$75,773,989	\$65,256,802	16.1
Cost of materials.....	\$363,479,831	\$371,124,293	-2.1
Products, total value.....	\$1,268,501,566	\$1,123,709,828	12.9
Value added (less materials).....	\$905,021,735	\$752,585,535	20.3

SPECIAL STATISTICS OF PUBLISHING PRODUCTS: 1923 AND 1921

Class	1923	1921	Per cent of increase
Total value.....	\$1,268,501,566	\$1,123,709,828	12.9
Newspapers and periodicals.....	1,155,076,913	1,005,270,255	14.9
Advertising.....	793,898,584	676,986,710	17.3
Subscriptions and sales.....	361,178,329	328,283,545	10.0
Books and pamphlets and job printing.....	112,209,663	112,406,766	-0.2
Books and pamphlets.....	29,864,494	27,418,391	8.9
Sheet music and books of music.....	69,391	160,740	-56.8
Job printing (general), etc.....	82,275,778	84,827,635	-3.0
All other products.....	1,214,990	6,032,807	-79.9

IN ADDITION, 10,075 EXCLUSIVE BOOK AND JOB ESTABLISHMENTS

	1923	1921	Per cent of increase
Number of establishments.....	10,075	9,758	3.2
Wage earners (average).....	129,890	121,055	7.3
Maximum month.....Dec.	133,467	Jan. 125,522	...
Minimum month.....June	128,481	May 114,340	...
Per cent of maximum.....	96.3	91.1	...
Wages.....	\$201,216,302	\$181,065,572	11.1
Paid for contract work.....	\$39,125,646	\$38,544,455	1.5
Cost of materials.....	\$220,203,014	\$216,138,568	1.9
Products, total value.....	\$738,227,363	\$690,074,975	7.0
Value added.....	\$518,024,349	\$473,936,407	9.3



FIFTH SEMIANNUAL COMMENCEMENT, EMPIRE STATE SCHOOL OF PRINTING, ITHACA, N. Y.

SEATED (Left to Right) Instructor H. J. Douglas; Professor Emeritus George L. Burr, Cornell University; Jay W. Shaw, secretary, New York Press Association; Librarian, Williard Austen, Cornell University; Charles H. Betts, Lyons, Republican, Commencement Speaker; John W. Baker, *Ithaca Journal-News*, president New York Press Association and Chairman of Education Committee New York State Publishers' Association, Operating the School; William O. Dapping, *Auburn Citizen*; Edward H. Butler, *Buffalo Evening News*, vice president New York State Publishers' Association; Instructor Elizabeth A. Lewis; Director Ross W. Kellogg

THE NEWSPAPER OF TODAY—From the annual report of O. W. Little, Field Secretary, Kansas Press Association: "I believe there is less of propaganda and free publicity getting

past the editorial desk than ever before, fewer piano and auto contests and fewer fake business practices are being indulged and a lesser number of papers are using the word 'blizzard' in telling about a snow storm. While the cash value of all these things cannot be computed in dollars and cents, yet they all make for better papers and *better papers mean more money in the till.*"

EIGHTY-TWO MILES OF COWS—E. H. Brown, Cashton (Wis.) *Record*, keeps community consciousness alive. A sample: "If you put all the cows in this county in single file ten feet apart, the line would make 82 miles."

BETTER THAN MORE FACTORIES—Announcing a new Miehle cylinder added to one Miehle cylinder and two Miehle verticals already in use, and a Model 14 Linotype, the Whittier (Calif.) *News* printed a good news story calling readers' attention to the fact that the *News'* business and payroll equals that of formidable factories which are sought by communities such as its own, often with subsidies and grants.

IT CAN BE DONE—J. C. Carpenter, Arlington (Wash.) *Times*, takes his merchants to visit stores (and editors) in neighboring towns, to help the merchants get contact with their fellows' doings in other communities. Both papers write up the visits.

NEW POSTAL RATES Of Interest to Printer:Publishers

FIRST CLASS MAIL: Private mailing cards changed to 2 cents.

Second Class Mail: No change has been made in reading matter rate at 1½ cents per pound to all zones. The new and old rates on advertising matter are:

	New Rate	Old Rate
1st zone	2 cents	2 cents
2nd zone	2 cents	2 cents
3rd zone	3 cents	3 cents
4th zone	6 cents	5 cents
5th zone	6 cents	6 cents
6th zone	6 cents	7 cents
7th zone	9 cents	9 cents
8th zone	9 cents	10 cents

Religious, educational, scientific, philanthropic, agricultural, labor or fraternal periodicals not published for profit, increased from 1¼ to 1½ cents per pound, all zones, both reading and advertising.

Transient Second Class, 2 cents for each 2 ounces up to 8 ounces, then falls into fourth class.

Third Class Mail: Books, circulars and other matter wholly in print (except second class matter), proof sheets, corrected proof sheets and manuscript copy accompanying, and merchandise, 1½ cents for each 2 ounces up to and including 8 ounces, then fourth class.

Third Class Mail, books, catalogues, seeds, cuttings, bulbs and plants, 1 cent for each 2 ounces up to and including 8 ounces; then fourth class. (It seems difficult to determine exactly what the distinction is in these two divisions of third class mail on "books.")

Fourth Class Mail: All mail matter (except first and second class), weighing in excess of 8 ounces falls into fourth class. This is the parcel post division. No change in zone rates, increase of a 2-cent service charge on each package.

THESE revised rates are effective April 15, 1925, to remain in force until changed. The bill provides, however, for the formation of a Congressional Commission of three Senators and three Representatives to hold hearings on these rates, and which will report its recommendations as to whether or not they should be changed during the first week of the first regular session of the sixty-ninth Congress.

BETTER CIRCULATION

STRANGERS AND CALLERS AND PALS—The Poteau (Okla.) *LeFlore County Sun*, in a special and neat folder calls magazines "strangers", the daily newspaper "caller", but the home weekly "the pal". Another side plays the *Sun* as "striking home" and gives rates, circulation, sizes, etc. The back cover features the installation of a new Intertype, C-sm-2, and the phone of the office, 177, in three sizes of figures, "just to complete the showing of nine faces and sizes of type on our latest machine."

SPELLING BEE PROFITABLE—J. E. Van Matre, publisher Downey (Calif.) *Champion*, offered a gold medal to the best high school speller, arousing great interest in his newspaper which carried complete accounts of the progress of the contest.

GOOD PROMOTION!—C. M. Bowline, Marquette (Kans.) *Tribune*, has published a list in his paper of 100 new readers added in a year, and E. Davis, Whitewater (Kans.) *Independent* a list of 50 added in the past three months, all without any special promotion. Field Secretary Little of the Kansas association, remarks that such good work offers good reason for stiffening advertising rates.

TIES UP TO WORLD'S END—During the "end of the world" scare recently, Publisher W. O. Markham, Mineral City (O.) *Promoter*, announced he would "receive subscriptions and back-

"NPJ" ROUND TABLE (CONTINUED)

payments to the last—don't let the world end and have them say you didn't take your home paper."

48 PAGES OF NAMES—The New Home Edition of the Long Beach (Cal.) *Press-Telegram* runs 96 pages, and every line deals with publishing the *Press-Telegram*. The front cover is a four-color reproduction of an artist's sketch of the new plant. *Two 24-page sections are made up of names and addresses of the paper's 39,000 subscribers.* If you are planning a "new home" or an "anniversary" edition, get a copy.

GOES TO CASH-IN-ADVANCE—J. E. Carlson, Henry (Ill.) *News-Republican*, announced a change-over. He used a form letter, showing the fairness of the change: Cash-in-advance leaves no debts to be absorbed by paying subscribers; it is now the general newspaper policy; the news service has been greatly improved, telephone service being used on rural news; this is the first of three notices, the second follows in a week, and the third one will be blue and placed in the last copy mailed to the name, if not paid—the name comes off. "We sincerely trust we will not lose your good company."

If business is worth having, it's worth going after. That's why we're after your business.



What Other Firms Are
Doing—Clipped From
Exchanges by
D. L. Burkley, Adm. Mgr.
The Washington Democrat



SELLING BY SHOWING OTHERS' WORKS

Washington (Ia.) Democrat Heading on Letterhead-Sized Sheets, Used to Stimulate Better Copy in Its Own Field.

EXPERIENCE—John F. Drew, treasurer of the Dixie Circulation Bureau, Nashville, Tenn., in a folder, carries this copyrighted sermon on learning: "There are two ways to learn (the law of cause and effect): (1) You may learn by *experience*, trying this or that . . . but the graduates from the University of Hardknocks are few and far between. (2) Another way to discover these laws is by the *experience of others*. . . . If you want to make a success, the first step is not only a willingness to, but a determination to profit by the experiences of others." The article points out the need of specialization in every corner of newspaper offices, the need for a profitable advertising rate and adequate circulation therefor, the demand for cost finding and accounting, and other vital points.

MORE ADVERTISING

PUBLISHER'S ATTENTION-GETTER—"NPJ" has a number of specimens of letters from newspapers to advertisers and agencies which are the usual circular type, but with the writing indented to leave space wherein to paste (at the left) a 2x5-inch slip on colored stock, with latest circulation facts and figures set 10-ems in news item style, heading and all.

CHERRY WEEK IN FEBRUARY, UP NORTH—The Milwaukee (Wis.) *Journal* in a campaign its advertising service department and the Olson & Enzinger Agency of Milwaukee devised, completely sold out growers and dealers' stocks of canned Wisconsin cherries, a total of 138,000 cans being purchased in Milwaukee, or one for every family. The growers and Milwaukee grocers' association united. Washington's birthday and the cherry tree was a focal point. Advertising in the *Journal*, recipes in the news columns, special prices and window displays took part in the work. Ice cream makers and dealers, restaurants, etc., were interested.

Local Display Advertising

BABY CONTEST—The St. Petersburg (Fla.) *Times*, according to Bonnet-Brown *Scarab* sponsored a "Valentine Baby Contest", which can be adapted to other occasions. It had the co-operation of the local merchants. The first white baby born on St. Valentine's Day was presented with gifts from every store that advertised in a double-truck display, the day before. The *Scarab* also quotes the Lancaster (Pa.) *New Era's* recent "Friday, the 13th" ad page, advertising the occasion as "Your Lucky Day for Bargains". The layout had ten advertisers.

Makes Optimistic Business Predictions a Reality

PHIL LITMAN, publisher of the Virginia (Minn.) *Queen City Sun*, a weekly in the Mesaba iron range, population 15,000, net circulation around 2,000, heard the same predictions of improved business earlier this year that every publisher heard—and wished for. But, he did not sit and wait until "prosperity" came like Noah's flood before taking his "prosperity stand." He did see enough from his records, in local plans for building and at the iron mines to realize that the prosperity talk had merit.

"A publisher and printer can't capitalize on the word *prosperity*," he said, "without making it *marketable*—something *definitely* salable. We thought, and found a concrete *prosperity-thrift* idea; contradictory as it may look, it proved very valuable and profitable to all concerned. The two ideas, individually and together, offered greater avenues for selling space."

Virginia City is close to Duluth, with lots of busses and trains. Virginia businessmen were sold on stating their bases for expecting good times, and then showing the citizenry the scope and value of local business houses. Banks, insurance men, etc., played the angle of thrift. These furnished stories for the edition, regular news stories with names and everything. Civic plans for the year were also featured. Many pictures were used of locally prominent men, such as the past mayors. A "Shop in Virginia" plan was outlined as a story.

The paper was in two sections. The first contained regular news, features, and the regular ads; the second, the *prosperity and thrift news* stories, features and ads. This section had a full-page art design, in colors. It was bought in mat.

Hundreds of extra copies were used. Merchants, bankers, wholesalers, the electric and water companies and all the others actually experienced a business boom. All were well satisfied. The city *felt* prosperity; it had *stopped waiting!*



PHIL LITMAN

ADJUST ADVERTISING RATES—"A number of publishers," said O. W. Little, Alma, Kans., field secretary of the Kansas Press Association, in his annual report, "have sent in notices of a raise in advertising rates, which is gratifying, but many more should follow their example to the end that they may receive what the service is worth, and that rates may be more uniform in proportion to service rendered."

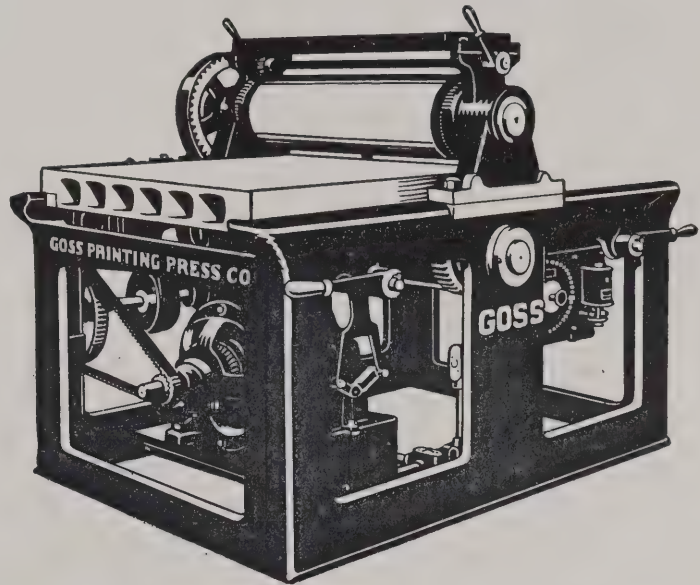
TIPS FOR APRIL—Among "Ideas", the Bonnet-Brown circulars have a *Rainy Weather Ad Page*, encouraging buying over the telephone.

RADIO-NEWSPAPER PROMOTION—T. G. Stone, Sun Prairie (Wis.) *Countryman*, has broadcasted community building talks through the University of Wisconsin radio station. Mr. Stone has 35 years of practice in successfully promoting community advancement.

KEEPING TRADE AT HOME—In circulars and newspaper advertisements, the Sparta (Wis.) *Herald* is telling the community how much mail order houses, etc., are spending in *other cities*, to get the trade of Sparta away from the home merchants.



Goss Self-Balanced, Quick Lock-up Flat Casting Boxes are the easiest operated, fastest, most accurate and most durable of all.



Goss Combination Wet and Dry Mat Rolling Machine

Goss Mat Rollers roll wet mats in $11\frac{1}{4}$ seconds; dry mats in $22\frac{1}{2}$ seconds. Both ends of cylinder are set at same time. Goss patented stretching roller produces dry mats without a wrinkle—exclusive! Cylinders of heavy cast-iron with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. And many other outstanding features that have made them

THE LARGEST SELLING MAT ROLLERS

GOSS

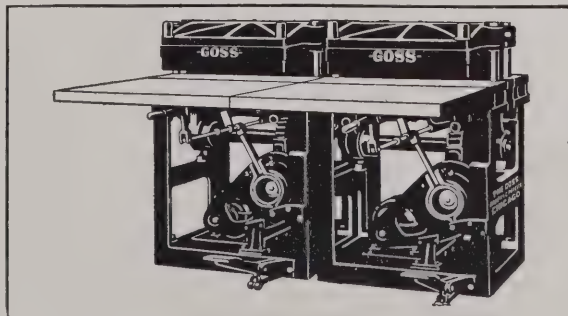
STEREOTYPING MACHINERY

Carried in Stock: Goss Flat Casting Boxes; Goss Friction-Driven Routers; Goss Automatic Gas Fired Steam Generators; Goss Combination Jig Saws and Drills; Goss Radial Arm Flat Routers; Goss Ball Bearing Form Tables; Goss Combination Wet and Dry Mat Rollers; Goss Motor-Driven Steam Tables. Catalog on request.

**THE GOSS PRINTING PRESS COMPANY
CHICAGO**

The Goss Printing Press Company of England, Ltd., London

Goss Motor-Driven Steam Tables are made in units of one platen. As many units as desired may be placed side by side. 30,000 lb. "follow up" pressure. Automatic releases. Power used only while platens are being raised or lowered.



"NPJ" ROUND TABLE

(CONTINUED)

STREET CARS AWAKENING—Toledo (O.) and other cities are beginning to show advertising by street car companies to the public, to increase passenger volume! A leading piece of copy argues how safe the street car is for children going to school.

MORE FARM ADS—Fred Hess, Marengo (Ia.) Republican, to Iowa Press Association: "The total amount of farm advertising can be boosted in the weekly if the publishers will get acquainted with the breeders of pure bred stock in their communities, learn their herds, and put the matter of advertising up to them just as they would to any business man. If you can get a buyer or two for them at their sales, you've got friends for life."

DATE LINES AND ISSUE DAYS—The Washington State Press Association attorney advises (*in re* problems of legal advertising in issues) that papers dated Friday but circulated Thursdays do not invalidate the legality of the notices in that state.

Classified : : Want-Ads

PRICING WANT ADS—To get at how best to charge for classified advertising and readers—whether by the word, line, or inch—*The Live Hook*, bulletin of the Washington (State) Press Association, publishes comparisons which simplify the problem: An issue of a newspaper was selected, in which there were counted 648 words of classified and readers—counting as a word each collection of letters separated from the next group of letters or figures by a space, and counting as a word each *part* of a word divided;

There were 136 lines, 8 point;

Twenty-five inches of space occupied;

At one cent a *word* it made \$6.48; two cents a *word*, \$12.96;

At five cents a *line* it made \$6.80; ten cents a *line*, \$13.60;

At twenty-five cents an *inch*, \$6.25.

The *word* charge has been recommended as simple, fair and "Fool proof."

THE COVINGTON NEWS

SEMI-WEEKLY—TUESDAY AND FRIDAY

For..... dollars.....cents, either in stamps or coin, we will place the attached advertisement before fifty-five hundred readers in Covington County, Alabama.

(Space for copy of adv.)

(Mail this copy back with instructions for number of issues to run)

ALABAMA SEMI-WEEKLY'S PLAN GETS 'EM

Reverse Side of Prepaid Postal Card, With Space for Clippings of Classified Found in Other Papers, Sent to Advertiser Promptly

National Advertising

DO YOU—Do you go to your merchant, get a list of the concerns he buys from, and on his stationery write letters, signed by the merchant, soliciting advertising of the manufacturers and distributors in your newspaper? G. L. Caswell, managing director of the Iowa Press Association, mentioned this plan to the Wisconsin Press' annual. Secretary Zimmermann in the *Howler*, says one Wisconsin publisher reports one contract, and another two, through this method. He thinks the biggest asset of the plan is to stimulate concrete interest in the use of community newspapers by national advertisers.

ANSWER F. T. C. SUIT—The Southern Newspaper Publishers' Association answer in the complaint of the Federal Trade Commission charging unfair methods of competition in relation to dealings with advertising agencies, denies the charges. The question involved is reported to be: Do newspapers have the right to allow advertising agents 15% commission for securing, developing and handling advertising, and refuse to allow the same commission to so-called direct advertisers, placing copy directly from advertiser to newspaper? Also, is advertising interstate commerce?

FORD COPY LEADS IN NEWSPAPERS—The Bureau of Advertising estimates the biggest newspaper advertisers of 1924 as follows:

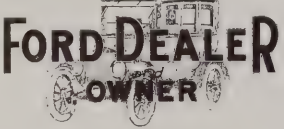
Ford Motor Company	\$2,000,000
Victor Talking Machine Co.	1,900,000
*Chevrolet Motor Car Co.	1,650,000
American Tobacco Company	1,600,000
Liggett & Myers Tobacco Co.	1,500,000
Standard Oil Co. of Indiana	1,500,000
Calumet Baking Powder Co.	1,400,000
Wm. Wrigley, Jr. & Company	1,250,000
Dodge Brothers	1,200,000
Paige-Detroit Motor Car Co.	1,000,000
Postum Cereal Company	875,000
Corn Products Refining Co.	800,000
Pepsodent Company	800,000
United States Rubber Company	750,000
Hupp Motor Car Corporation	750,000
*Oakland Motor Car Company	700,000
B. F. Goodrich Company	700,000
Clicquot Club Company	650,000
Buick Motor Company	635,000
H. J. Heinz Company	600,000

* Includes dealers' advertising.

SOUTHERN CALIFORNIA Editorial Association is compiling information about members to be used for improving national advertising lineage.

SOMETHING TO THINK ABOUT—Says the School master's page in *Printers' Ink*: "What should a newspaper do when asked to print the programs of broadcasting stations selling their services to advertisers . . . a radio station might be

THE NATIONAL MONTHLY MAGAZINE OF THE FORD FIELD



**FORD DEALER
OWNER**

NOT CONNECTED WITH THE FORD MOTOR COMPANY

(DATE)



(NAME OF ADVERTISER)
(ADDRESS)

(SALUTATION)

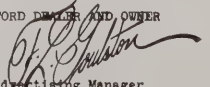
This is the first "chirp" for May copy! Spring is here, and so is the annual touring time.

The May issue of FORD DEALER & OWNER will be most important, and very attractive - important to advertisers and attractive to our readers.

Kindly get those ad-copy-instructions to us as soon as you can. We are striving to give SERVICE, and early copy helps tremendously.

Thanks in advance for your cooperation.

Very truly yours,
FORD DEALER AND OWNER


 F.L. Goulston
 Advertising Manager

F.L. Goulston
B.

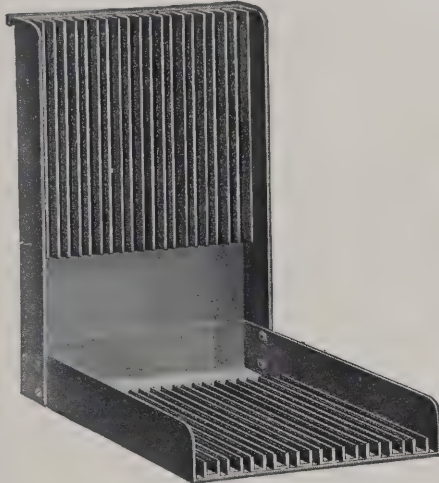
BEING "HUMAN" IN GATHERING COPY

This Basic Idea Can Be Adapted to Circulation as Well as Advertising Mail Solicitation. It Is Used Successfully in a Series by a Brother-Publication of "NPJ"

Hamilton Unit Chase Racks

FOR JOB AND CYLINDER CHASES

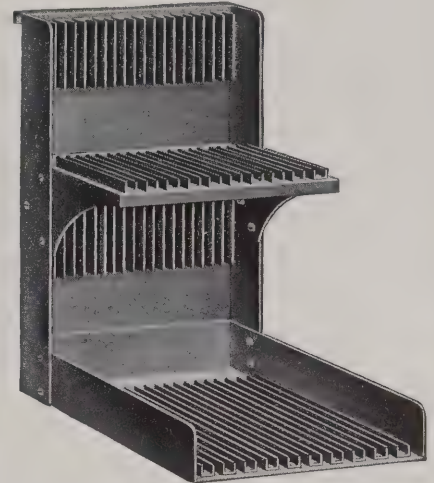
ONE of the most necessary articles in the modern printing plant is a durable, serviceable, convenient Chase Rack, and the Hamilton designs shown on this page are the very latest development in this line. They are made of heavy gauge steel, very durable and occupy a minimum of floor space thus providing maximum storage facilities in minimum space.



No. 15230



No. 15235



No. 15240

All channels are spaced so as to accommodate form in chase and the width of the channel is right for the chase, allowing ample room for entering, but not enough "play" to permit of damage to forms in entering or withdrawing.

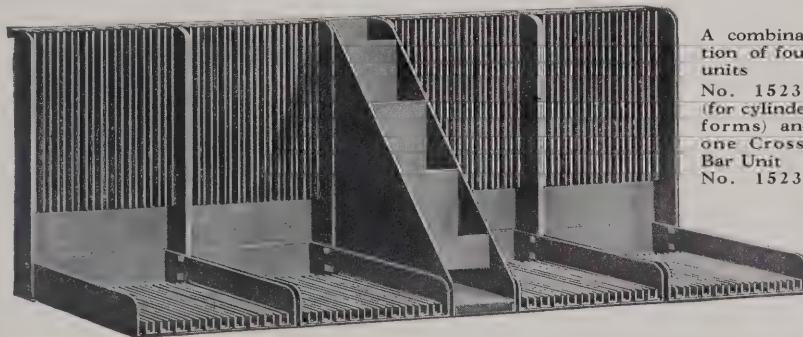
The space between the channels is also wide enough to accommodate a chase, empty, which means that although the maximum capacity of each unit for form in chase is 10, the capacity of each unit for empty chases is 20.

Units are all of uniform height and may be added to any time to accommodate additional chase equipment. The bottom being of steel, it is not necessary to lift a chase more than $\frac{1}{4}$ inch in entering.

No. 15230—Accommodates 10 cylinder press forms in chases, or 20 empty chases, any size. Height, 30 in.; width, 19 in.; depth, 25 in.

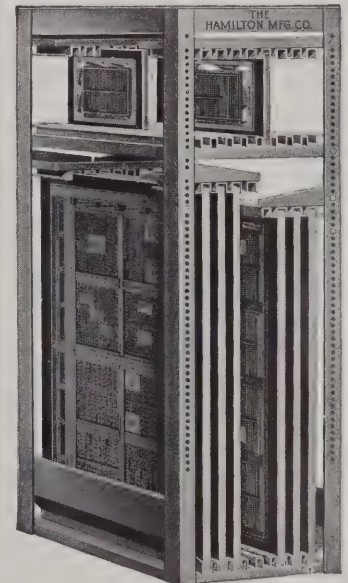
No. 15235—The four compartments are graduated in depth to accommodate bars of various lengths. Dimensions: 8 in. wide, 30 in. high, 25 in. deep.

No. 15240—Capacity 10 forms or 20 empty chases on each shelf; the maximum size chase the lower shelf will accommodate is 19 $\frac{3}{4}$ in. high. Height, 30 in.; width 19 in.; depth, 25 in.



A combination of four units

No. 15230
(for cylinder forms) and
one Cross-Bar Unit
No. 15235



No. 15244

This Adjustable Chase Rack consists of the outside frame and platforms as shown. All platforms (except one at bottom) are adjustable, therefore the Rack will accommodate cylinder chases to maximum inside height of Rack (57 in.) or a combination of job or job and cylinder chases of varying sizes, depending on requirements of office and limited only to capacity of Rack. Dimensions, overall, 20 x 36 x 63 in.

No. 15244-A—Platform at bottom—not adjustable.

No. 15244-B—Full-length top guide.

No. 15244-C—Center Guide with 8 grooves on each side; adjustable.

No. 15244-D—Half-length Top Guides; made right and left; specify which is wanted. Adjustable.

Illustration shows the Rack with two Top Guides (15244-B), two each right and left hand half-length Top Guides (15244-D) and one 15244-A, Platform.

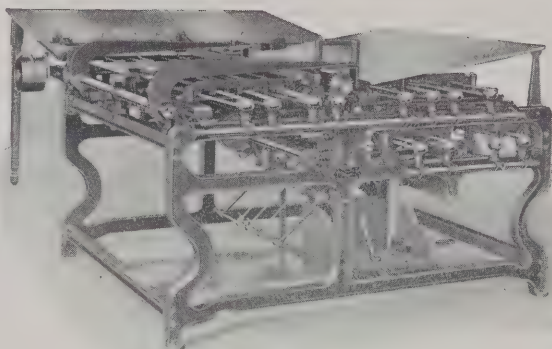
The HAMILTON MANUFACTURING COMPANY

Eastern House: RAHWAY, N. J.

TWO RIVERS, WISCONSIN

HAMILTON GOODS ARE FOR SALE BY PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE

MENTGES No. 2 Newspaper Folder



Mentges Newspaper and Periodical Folders represent a manufacturing ideal—real folding machine service at minimum cost.

Mentges Folders are not experiments. Hundreds are in operation in Newspaper Plants throughout the country. The No. 2 machine shown in the illustration has been continuously manufactured since 1916.

This machine is accurate, efficient, easily adjusted and very substantial. Will handle periodicals as well as Newspapers. Very moderately priced. The ideal installation for the smaller Newspaper Offices.

There is also a complete line of Mentges Circular, Job and Book Folders, ranging in size from 12½ x 19" to 25 x 38".

Write for Detailed Descriptions

Mentges Folder Company
Sidney, Ohio

"Builders of Profitable Folding Machinery"

"NPJ" ROUND TABLE

(CONTINUED)

receiving as high as \$2,000 . . . isn't the newspaper doing an injustice to non-broadcasting advertisers who buy newspaper space?"

LAECHERLICHE SCHRIFTEN—"By permitting the intrusion of coarse, fat, illegitimate letters, the advertising columns of the English periodical and trade press fell to a sad state that lasted for years. German newspapers permitted this misuse of their advertising in greater degree. . . . These welters of typographic gargoyles catch the eye not by attraction, but by shock. They do not compel attention . . . reading is the last thing that the troubled eye and mind try to do, or can do, in their presence . . . German printers are in arms. It gives a bad reputation to all the printing of a nation."—EDWARD E. BARTLETT. *Director of Linotype Typography*, in *The Linotype Bulletin*.

SELLING JOB PRINTING

INDIVIDUAL "GRAPHIC ARTS EXPOS." By ROBERT F.

SALADE—The idea of inviting people to come into publishing plants to see the many modern processes of printing has extended from newspaper establishments to other branches of the printing industry. One of the largest magazine houses is wide open to the public every business day of the year. Intelligent guides are employed. Each visitor is presented with a copy of a descriptive booklet. At times, groups of students from colleges and school children are taken through. During the last few years a number of commercial printing concerns have arranged a little "Graphic Arts Exhibition" of their own, for customers and prospectives. One of these firms recently had its plant remodeled, and a large amount of new equipment installed. A special demonstration was arranged for a certain day, then letters were mailed to customers and prospectives, inviting them. A buffet luncheon was served to all, accompanied by good smokes and each visitor received a useful souvenir. As each guest called, a pretty girl wrote the full name on a sheet of paper, and before the guest departed he was handed a neat card case containing 90 cards with his name printed by an imitation engraving process. This souvenir was referred to in the letter.

WINDOW DISPLAYS—The Lankershim (Calif.) *Press* invited local merchants to use one of its large display windows, three days each. The other window was filled with *Press* commercial job printing samples.

GET THE ONCE-OVER—Southern California Editorial Association members refer suspicious-looking propositions to their field secretary.

FINE SPECIMEN DISPLAY—"Model Letterheads on Certificate Bonds, Crocker-McElwain Co., Holyoke, Mass., is of course a mail advertising design of fine construction; but, inspection shows a great many pointers upon getting out fine letterheads, as well as an idea for displaying specimens. A pocket in front shows letterheads, and another in the back cover, envelopes. The inside pages show the many uses of Certificate papers.

FOR QUALITY PRINTING, SEE US—E. W. Cleveland, Tigerton (Wis.) *Chronicle*, runs articles in his paper like this: "The printed letterhead, the printed statement or bill is as necessary to create the proper public impression as a good attractive front to a store. So since the purpose of most printed matter is to create a good impression in the mind of the buyer, why save a dollar or so on something cheap. The next time you compare printing prices, remember this."

YES, WE HAVE NO—*Printing Salesmen*. "It is more difficult to sell today than ever . . . but the master printers are . . . doing nothing to train salesmen, and are to blame for the situation."—SOUTHEASTERN MASTER PRINTERS' FEDERATION BULLETIN.

MORE PRINTING THIS YEAR—A circular of the Standard Paper Manufacturing Co., Richmond, Va., "Standard Blottings" manufacturers, says: "If we teach business men to use more printing, there will be fewer foreclosures and fewer idle presses . . . there is another, a bigger market to develop, viz., the medium sized and smaller business without any advertising experience."

GARDINER METALS

Are Ideal for Newspaper Plants

THE production of a modern daily newspaper demands the use of standard metals which do not vary in quality and performance.

GARDINER METALS — standardized in purity, content and as to method of alloying — will insure uniform casting results. They can be depended upon to aid, day in and day out, in producing a clean cut attractive newspaper.

When next in need of Linotype, Monotype or Stereotype metal specify "GARDINER." Its use will improve your printing results.

*Where Quality Metals Count
Gardiner Metals Are Used*

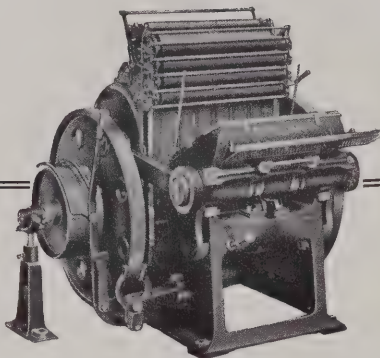
Gardiner Metal Company

Established 1901

1356 West Lake Street, Chicago, Ill.



Columbia
PRODUCTS



BRILLANT PLATEN PRESSES

Several Sizes

PUBLISHERS:

While in New York for the A. N. P. A. and A. P. conventions, or at any other time, be sure to visit our show rooms to see these and other presses and machinery of interest to printers and publishers.

Columbia Overseas Corporation

100 GOLD STREET, NEW YORK, N. Y.

*Printing, Bookbinding and Paper Box
Machinery*

ROTA SEMI AUTOMATIC PLATEN PRESS

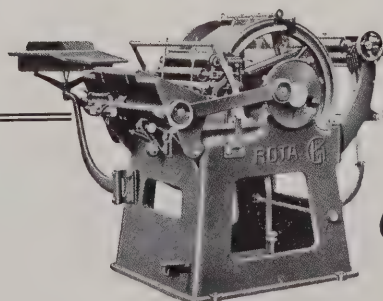
FOR ART AND GOOD JOB WORK

Will increase the profits of your job department and improve the quality of your work.

PERFECT INKING

is assured by a new arrangement of the roller carriage. Rollers always turn in one and the same direction while receiving ink and inking the form which they cover in one revolution.

*If you cannot call on us
write for circular.*



ROTA I

Automatic
Delivery

Columbia
PRODUCTS

"NPJ" ROUND TABLE (CONTINUED)

DEMANDS MORE THAN CAST- ING BOXES; AND, THEN, STILL MORE!

WASHINGTON STATE KEEPS FORWARD—The association is now agitating a movement among members to put in drills and routers to help make clean cuts from mats. A campaign for "casting boxes in every office" has had good success. *The Live Hook*, association bulletin, says (evidently anent some protests): "Not many years ago agitation was against slug-casting machines. Now many offices have only the latest types. Automatic feeders and other labor-saving devices are finding their way into the weekly plant. Yet there are a few needing stiffening in the collar to put in their share of modern appliances."

PRODUCTION NOTES

SPACE FOR STANDING TYPE MATTER—By ROBERT F.

SALADE—In the composing-room of a medium-size printing plant space for storing standing forms of type was at a premium. It was a small composing-room, and the class of work handled called for many job forms to be kept standing for repeat orders. The foreman solved the problem, like this: The equipment included a few double "City" type-stands. Each double stand held 30 cases, or 15 cases in each of the two tiers. When the cases in a stand were lined up flush with the front of the stand, at the back of each tier remained an open space about 32x5 inches. The foreman decided to utilize this space for the installation of "built-in" galleys. It was found practicable to make each letter-board about 32x6 inches. This size made it necessary for a board to project out at the back of a stand, but that was no disadvantage. The letter-boards—100 of them in all—were cut from plain, smooth hard-wood, 1/2-inch thick. To one long edge of each board was nailed a strip of wood 1/2-inch square, the edge of the board containing this strip to be placed next to the back of a type case. The letter boards were securely nailed to the runs at the back of the type stand, "skipping" every other run in their arrangement, so ample space was provided for handling forms between each two letter-boards. The 100 built-in galleys supplied a surprising amount of storage space without taking any of the floor space.

STRAW NEWS-PRINT USED—London (Eng.) *Morning Post* recently began using paper made entirely of straw, the invention of M. de Vaine, Frenchman. The stock is white, tough and rather shiny. Canada burned 7,000,000 tons of straw last year. A mill for making paper from straw is now under construction in the dominion.

AVERAGE MACHINE PRODUCTION—O. B. Thum, Superintendent, Dubuque (Ia.) *Telegraph-Herald*: "The average operator will produce about 1,800 lines in 8 hours, run of hook, 7 point."

STEEL DIES IN NEWSPAPER WORK—A number of papers have adopted the use of hand cut, hardened steel dies in the page forms for the first page signatures, editorial page mast-heads and like work, to give them the firm sharp outline that the rest of the type and cuts in the issue have. After continuous use no appreciable wear is shown—INLAND DAILY PRESS BULLETIN.

BUFFALO (N. Y.) TIMES' PLANS—Norman E. Mack, publisher, has ordered 16 Goss press units, and the building will be remodeled to make a remarkably efficient press and circulation room. The capacity will be 180,000, 24-page papers an hour. Similar high-speed, low-construction Goss presses are finished or on order for the *New York Illustrated News*, *Detroit Free Press*, *Milwaukee Journal*, *Omaha World-Herald*, *Louisville Courier-Journal*, *Des Moines Register*, and other large plants.

INK REDUCING METHODS—(AMERICAN PRESSMAN): "The very best reducer for good halftone black is halftone reducing black. This is an ink ground in the very finest varnish which makes a compound devoid of tack but possessing coloring matter. Boiled linseed oil is a good reducer for printing inks. It is, in itself, a dryer and yet it is not a radical dryer."



AN ACCIDENT IN A PAPER MILL

MILL OWNER — "Mr. Jones, that car of Super book you ran last night for Oldman Paper Co. does not match the color of their sample."

MILL SUPT. — "I know, Mr. McClintic, but it is a beautiful sheet of paper. What shall I do about it?"

MILL OWNER — "Run it over tonight, and send that first lot to Sabin Robbins. Tell them to get what they can for it — and we will have to take our loss."

Mr. Printer, where do you come in on this?

**Branch
Warehouses:**

CLEVELAND, OHIO
PHONE — BR'WAY 2194

DETROIT, MICH.
PHONE — MAIN 6889

ST. LOUIS, MO.
PHONE — Olive 9197

CINCINNATI, OHIO
PHONE — MAIN 650

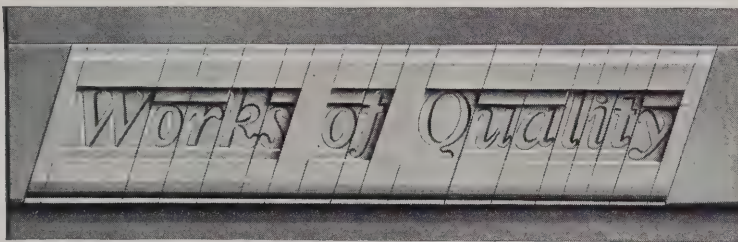
It occurs daily in one of the many thousands of paper mills throughout the country — and we are the national distributors of these errors! It enables us to offer thousands of lots of good paper at about two-thirds of their standard value.

We offer these in weekly samples sent to 15,000 printers from Maine to California. If you receive them and are not giving them attention, you are overlooking an opportunity to increase your profits and sales. If you are not getting them, a postal will put you on our mailing list.

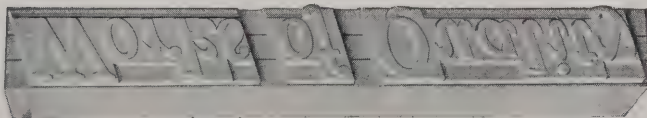
THE SABIN ROBBINS PAPER CO.

ESTABLISHED—1884

National Distributors of Paper Mill Jobs
MIDDLETOWN, OHIO



These Ludlow Italic matrices in Ludlow Italic composing stick are ready for casting one or more non-breakable Ludlow Italic sluglines.



This Ludlow Italic slugline shows how it is possible for Ludlow Italics to have full-kerning effects without having any kerns to break off.

Works of Quality

This beautiful Ludlow quality typeline was printed from the italic typeslug above. Ludlow Italic matrices are furnished in many attractive faces and in a wide range of sizes.

WHEREVER the Ludlow system of composition has been installed there has been a greatly increased use of italic. Printers and advertisers alike delight in using the beautiful unbreakable Ludlow Italics because they add a subtle attractiveness to the printed page and stand up under hard usage. Besides, with the Ludlow these graceful italics can be had in unlimited quantities because the printer sets matrices, not type, and he always prints from sparkling new faces.

Ludlow Italic matrices are cut on a 17 degree angle. This makes it possible to cast perfectly designed, perfectly fitting and correctly sloping letters that have the full-kerning effect, but with no kerns to break off. This is one of many exclusive Ludlow features worthy of your consideration. It is a most important means for increasing the attractiveness of your printing.

LUDLOW TYPOGRAPH COMPANY

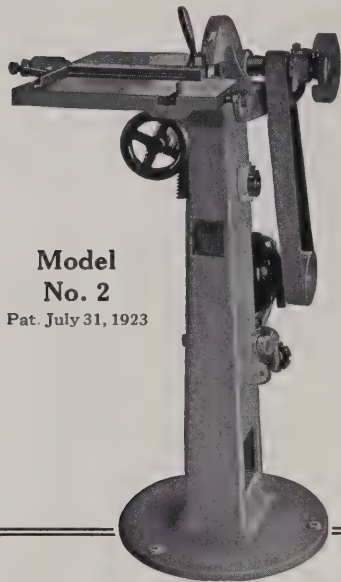
2032 Clybourn Avenue, Chicago, Illinois

San Francisco, Hearst Building

Atlanta, 41 Marietta Street

Boston, 261 Franklin Street

New York, World Building



**Model
No. 2**

Pat. July 31, 1923

**Shipped
Ready
for Use**



[SAW AND MITERING MACHINE]

TWELVE tabloid reasons why every printer and publisher should have a Trimmer. Compare them item for item with any other composing room saw and you will know the reasons why you should own one or more, why you should replace other saws with the Trimmer, or install one if you have none.

- 1—A positive, powerful work-holding vise.
- 2—Instantly set, self-locking end gauge.
- 3—Graduated Miter Gauge, permits mitering border without reducing its length.
- 4—Material to be cut is placed in front of gauge causing finer and smoother cutting.
- 5—Will saw and trim to less than one pica in length by points, without adding any attachments.
- 6—Ribs of slugs can be trimmed off. Our dependable work-holding vise will hold them in position.
- 7—Column cannot clog, as waste material is ejected from side, passing clear of machine.
- 8—Sawdust must go down column and not through the air.
- 9—Motor off floor and fastened on an adjustable bracket; belt "slack" can be taken up instantly.
- 10—Positively safe and fool-proof.
- 11—Heavy construction throughout, and like all efficient machines, simple mechanically, consisting of few parts.
- 12—Most economical saw for the employer, and easiest for the operator.

For the smaller plants that do not feel like paying the total price at once, we are glad to arrange convenient terms. What we want to do is to put this highly useful tool in every composing room in the country. From present indications that time is not far distant.

Send today for complete information. It will be more to your interest than ours.

Cheshire & Greenfield Mfg. Co.
538 South Dearborn Street, Chicago, Ill.

"NPJ" ROUND TABLE

(CONTINUED)

It will facilitate drying of medium or slow drying inks. But where you have a drying problem because of an ink which will not dry under the conditions it is being used and in the time at your disposal, then a more radical dryer is recommended. In that case you should use a maximum amount of either paste or Japan dryer. These cause a more radical drying of printing inks than linseed oil."

TO MAKE REAL MONEY—"You must measure production," said Oliver Wroughton, Secretary of the Kansas City (Mo.) Graphic Arts Association, to the Kansas Press Association, "Cost finding systems need knowledge to apply them, and how to produce must be known as much as how costs run. *Appraise your jobs on the basis of maximum average production and minimum average costs.*"

NEW LUDLOW TYPE FACES—The Ludlow Typograph Company announces No. 11 Light Italic series, 10 to 48 point; a new True-Cut Caslon Italic, based on the original by William Caslon, and the Ludlow Black series in all sizes from 12 to 48 point. Specimen pages just out show: Ludlow (6LPB) Lining Plate Gothic Bold in three 6 point and four 12 point sizes; 60 point Cheltenham Bold Condensed, caps only; 12 point Cheltenham Bold Condensed; 48 point Cheltenham Bold Extra Condensed; 24 point Artcraft Light Italic; 14 point No. 11 Bold Italic, based on the popular Goudy Bold Italic, and 10 point of the Caslon Light Italic. This face in the 18, 24 and 36 Point is one of the earliest faces ever cut by the Ludlow. The company also announces that this popular light face italic also will soon be ready in the 8 point size.

HOW MUCH TIME SHOULD IT TAKE?—A publication to members (only) by the U. T. A. is being finished, answering this question as to every step in the preparation of a job, up to wrapping and delivery. Adding time cost, price of paper and profit, shows the selling price. Deviations in production time is shown up and traceable either to inefficiency in force or equipment.

Rebuildings; New Homes

Prescott (Ark.) Picayne—New location.
Larchmont (Calif.) Post—Installed printing plant.
Modesto (Calif.) Evening News—New, \$150,000.
Brush (Colo.) Republican—In new home.
St. Augustine (Fla.) Record—In new home.
Jasper (Ga.) Progress—In new home.
Wrens (Ga.) Reporter—In new home.
Aberdeen (Idaho) Times—In new building.
Columbus (Ind.) Republican—Building new home.
Sullivan (Ind.) Union—In new home.
Greensboro (N. C.) Daily News—Built \$450,000 home.
Kings Mountain (N. C.) Herald—In new building.
Cadiz (O.) Republican—Bought new home.
Cleveland (O.) News—Building \$2,000,000.
Oswego (Ore.) Review—Installed printing plant.
Willamina (Ore.) Times—Building new home.
Cranston (R. I.) News—Enters new building April 1.
Mount Vernon (Wash.) Daily Herald—To build.
Waukesha (Wis.) Daily Freeman—Building large addition to present office building.

CLOISTER BOLD SERIES—Now being cut for Linotype in sizes from 10 to 30 pt., the 18 being now ready, according to the Linotype *Bulletin*.

MANUFACTURING; SERVICE

HAND-FEEDING VS. EFFICIENCY—A novel illustration: "How fast do you drive your automobile to average 30 miles an hour for a day? You probably have to hit around 50 or 60 to do it? Yet a railroad train can average 30 miles an hour for a long trip. Automatic feeding and hand feeding are very similar comparisons. A hand feeder, like an auto driver, strikes may delays in a day's run . . . monotony brings on sleepy spells and . . . takes his mind from his work . . . these stops and delays may total 3 hours or even more in a day . . . in contrast, the automatic feeder can be compared to a railroad train . . . will turn out 35% more work, more impressions, than the same press if run hand-fed."

—DEXTER FOLDER CO. CIRCULAR.

NEW MONOMELT GENERAL OFFICES—The Printers' Manufacturing Company, makers of the Monomelt Slug Feeder, announces removal from Minneapolis to 417 South Dearborn St., Chicago. Eastern states are served from the

25% Reduction in Price

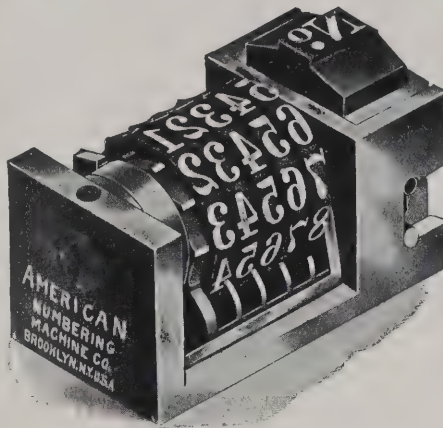
Of the Standard AMERICAN TYPE-HIGH NUMBERING MACHINES

New Prices

MODEL 30
5 Wheels **\$12⁰⁰**

MODEL 31
6 Wheels **\$14⁰⁰**

There has been no change made in the machines. They are the same American Standard Model 30 and 31 machines that are used all over the world.



No 54321

Impression of Figures

This sizeable reduction in price is based on larger volume of sales, increased production and lower costs.

Mr. Printer:

This is your opportunity to replace your old machines and add to your numbering equipment at a minimum cost.

Sold by
Type Founders
Everywhere

American Numbering Machine Co.

General Offices and Factory

220-230 Shepherd Ave., Brooklyn, N. Y.

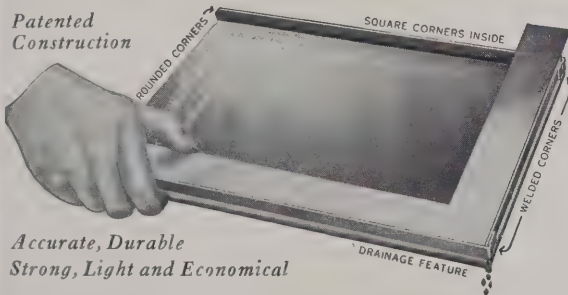
Branch Office: 123 W. MADISON ST., CHICAGO, ILL.

Send your order
in today and avoid
delay in delivery

Specify AMERICAN when ordering

Challenge Pressed Steel Galleys

Patented
Construction



Accurate, Durable
Strong, Light and Economical

The Single-Piece All-Purpose Galley

They are made in all standard job, news and mailing sizes including 13-ems plus one point and 26½-ems plus 2 points, for newspaper work. These latter sizes can be furnished with Challenge Removable and Non-Removable Galley Locks. Special size Galleys made to order promptly.

SEND FOR CIRCULAR, LIST OF SIZES AND PRICES

Heavy, One-Piece
Base, with Arch
also in One Piece

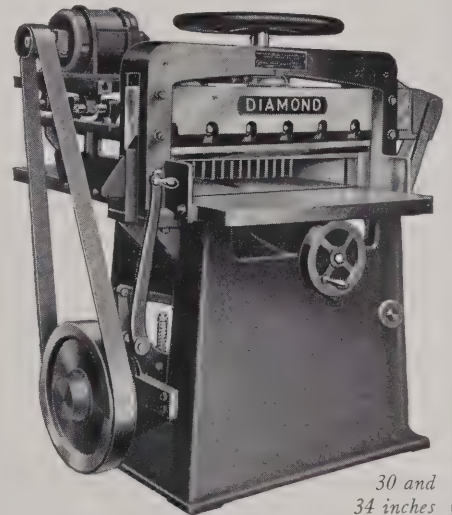
Worm-Gear
Drive, with Hyatt
Roller Bearing
in Flywheel

Adjustable
Triple-Split
Back-Gauge

Three Adjusting
Screws for
Knife-Bar Gibs

Steel Tape
Back-Gauge
Indicator

Side Gauges on
Both Sides



30 and
34 inches

DIAMOND POWER PAPER CUTTERS

are powerful, Rapid and Accurate. The "Double-Shear" or "Dip-Cut" makes the cut smoothly, quickly and without drawing the stock. Also made as Lever Cutters to which power fixtures can easily be attached.

WRITE US OR ANY DEALER FOR LITERATURE

The Challenge Machinery Co.

General Offices, Grand Haven, Mich.
Branches at Chicago and New York City

HUBER'S INKS

Quality
that
Never
Fails

Huber's Colors in use since 1780

J. M. Huber, Inc.

U. S. Branches: **Manufacturers** Foreign Agencies:
ALL PRINCIPAL CITIES 130 W. 42d St., New York LONDON PARIS TORONTO



"NPJ" ROUND TABLE

(CONTINUED)



New York office in the World Bldg., and the west-coast from the Los Angeles office. An educational campaign is being planned "to explain the modern method of getting more and better work from linecasting machines at lower cost."

MORRISON PERFECTION WIRE STITCHER—A new circular describes No. 5-A (Hedley Prout, Chicago manager.) Specifications: Floor space, 17x22; net weight with motor 275, less motor 225; crated weight, 350 and 300 lbs. A detachable head is featured, enabling disclosure of entire cutting, forming and driving operation by removal of plate; feed tube is attached to cutter block to eliminate wire buckling. Cutting knives are the same as used in Nos. 3-H and 3-J. A noiseless cone clutch overruns if the machine is jammed by careless operation.

INTERTYPE ELECTION—President, H. R. Swartz; chairman of board, Richard H. Swartwout; vice-presidents, G. C. Willings and C. W. Gaskell; treasurer, H. A. Grube; secretary, H. G. Willnus; assistant treasurer, H. Hardy, and assistant secretary, F. Hoffmann. Charles Chidsey is sales promotion manager. Executive offices (not factory) at 1440 Broadway, New York City, after May 1.

ADDS WEEKLY SERVICE—NEA Service, Inc., Cleveland, has added a service for weeklies, mats. Over 800 dailies are using the news feature service. The weekly service 'mats' cuts and text together. Serials come in standard sizes, 3 columns by 13 inches deep.

PRICE REDUCTION—The American Numbering Machine Co., Brooklyn, N. Y., announced price reductions on stock models 30 and 31, without any changes in the devices, on the basis of "larger volume, increased production and lower costs."

IN NEW BUILDING—Chas. Eneu Johnson Co., makers of printing inks for 120 years, and for many years located at 509 So. Tenth St., Philadelphia, has moved into its new building at Tenth and Lombard streets.

ANTI-KINKING DEVICE—Featured in a folder just received, is the block on the Rosback Wire Stitchers (Benton Harbor, Mich.,) moving up with the wire when fed, connecting the cutter tube with anvil slot and receding to position for cutting wire to proper length. There is no retarding of speed in stitching thick pads of paper.

JAENECKE-AULT CO. announces removal of its Chicago branch from 519 So. Dearborn street, to 620 West Adams. The Newark (N. J.) headquarters announce the election of Clifton R. Hunn as a vice-president, who with the aid of Robert H. George, western manager, will take charge of the western business.

NEW SIZE ENVELOPES—Western States Envelope Co., Milwaukee, is announcing a new size especially for mail order stationery $6\frac{3}{4}$ — $3\frac{5}{8}$ x $6\frac{1}{4}$, and the New 20 Superba, $6\frac{3}{4}$, "not a 24-lb. as you would naturally guess". The announcement emphasizes bulk and strength.

FRANK C. HOY, formerly of New York, has been placed in charge of a complete service department of the Babcock Printing Press Manufacturing Co., in connection with the Chicago sales office, John W. Coleman, sales manager.

ACCOUNTING : : KINKS

TIME, AND PROFITS—Says a publication of the Miehle Automatic Presses, *For Continuous Production*: "But the printer may be fast or slow, depending upon whether he is fit for the race or handicapped by weight . . . weight in this instance mean obsolete equipment." "To operate any printing office, however equipped, costs a definite sum for every hour in the working day. The printer buys time, he buys hours, and sells printing, practically, at so much per 1,000 copies. His sell-price is fixed, in the long run, not by his own costs, but by the costs of his *legitimate competitors*. If they are better equipped than he, they will be able to make money at prices which will figure him a loss."

SELLING EXPENSE, What is It?—(*Typothetae Bulletin*) "Under this heading is included Salaries, Commissions, Traveling and Miscellaneous Expenses of the sales force, Advertising, Miscellaneous Selling Expenses, Sales Allowances to re-



WESTVACO Mill Brand papers bear the same relation to printing that the finest woollens bear to tailoring: properly used, they insure results that are beyond the criticism of the most exacting. And like the best fabrics, their quality is upheld by using chemically-tested materials of proven excellence.

WEST VIRGINIA PULP & PAPER COMPANY • NEW YORK AND CHICAGO

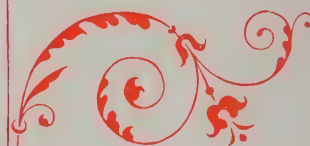
See Reverse Side for List of Distributors

THE MILL PRICE LIST

Distributors of Westvaco Mill Brand Papers
Manufactured by West Virginia Pulp & Paper Company



<i>Atlanta</i>	The Chatfield & Woods Co.	<i>Nashville</i>	Graham Paper Co.
<i>Augusta, Me.</i>	The Arnold-Roberts Co.	<i>New Haven</i>	The Arnold-Roberts Co.
<i>Baltimore</i>	Bradley-Reese Co.	<i>New Orleans</i>	Graham Paper Co.
<i>Birmingham</i>	Graham Paper Co.	<i>New York</i> . Beekman Paper and Card Co., Inc.	
<i>Boston</i>	The Arnold-Roberts Co.	<i>New York</i> . West Virginia Pulp & Paper Co.	
<i>Buffalo</i>	The Union Paper & Twine Co.	<i>Omaha</i>	Carpenter Paper Co.
<i>Chicago</i>	Bradner Smith & Co.	<i>Philadelphia</i>	Lindsay Bros., Inc.
<i>Chicago</i>	West Virginia Pulp & Paper Co.	<i>Pittsburgh</i>	The Chatfield & Woods Co.
<i>Cincinnati</i>	The Chatfield & Woods Co.	<i>Portland</i>	Blake, McFall Co.
<i>Cleveland</i>	The Union Paper & Twine Co.	<i>Providence</i>	The Arnold-Roberts Co.
<i>Dallas</i>	Graham Paper Co.	<i>Richmond</i>	Richmond Paper Co., Inc.
<i>Des Moines</i>	Carpenter Paper Co.	<i>Rochester</i>	The Union Paper & Twine Co.
<i>Detroit</i>	The Union Paper & Twine Co.	<i>Sacramento</i>	Blake, Moffitt & Towne
<i>El Paso</i>	Graham Paper Co.	<i>St. Louis</i>	Graham Paper Co.
<i>Houston</i>	Graham Paper Co.	<i>St. Paul</i>	Graham Paper Co.
<i>Kansas City</i>	Graham Paper Co.	<i>San Francisco</i>	Blake, Moffitt & Towne
<i>Los Angeles</i>	Blake, Moffitt & Towne	<i>Seattle</i>	American Paper Co.
<i>Milwaukee</i>	The E. A. Bouer Co.	<i>Tacoma</i>	Tacoma Paper & Stationery Co.
<i>Minneapolis</i>	Graham Paper Co.	<i>Washington, D. C.</i>	R. P. Andrews Paper Co.
	<i>York, Pa.</i>		R. P. Andrews Paper Co.



"NPJ" ROUND TABLE

(CONTINUED)

tain Customers' Goodwill, Fixed Expenses where a Sales Department space is occupied, and a portion of the General Administrative Expense. The Total Selling Expense when the Cost Finding System is not interlocked with the General Accounts is included in the All-inclusive Hour Costs. When the Cost Finding System is interlocked with the General Accounts it is applied as a percentage to the Manufacturing Effort (Labor and Overhead—excluding materials used) on completed individual jobs."

BUYING COPYRIGHTED MATERIAL—Get a clear understanding, urges *Printers' Ink*, advertising journal, when buying or getting rights to use copyrighted material; for, the owner of the copyright sells or gives (1) the right to reproduce at a stated time only; or (2) the right to use at any time during the life of the copyright, or (3) the exclusive rights for a stipulated time. (And, do not omit copyright lines.) Know in advance just what "rights" you are buying. The subject comes up forcibly as a publisher recently was obliged to pay twice for a copyrighted photograph because he used it twice.

TAKING OFF THE CURSE—"You can take it off monthly statements with anyone of several plans. The idea is this: Reproduce on a letter some of the psychology which makes the personal delivery of bills successful. Occasional presentation of a bill form of letter, either fill-in or typed, with pen and ink signature, will be found successful. A publisher found this method when at the last minute his bill-heads became exhausted, and a letter was used. A second plan is to enclose with the monthly statement a return addressed envelope, and a card suggesting tactfully that it is being enclosed for convenience in remitting. Present statements as near due date as possible." —H. GOLDSTEIN, Manager Canadian Publishers' Protective Association, in *Canadian Printer & Publisher*.

A. L. POORMAN, *Providence (R. I.) Journal and Bulletin*, has been appointed representative on the National Commission of the A. A. C. W. of the Newspaper Advertising Executives, by President Frank T. Carroll of that association, *Indianapolis News*.

ASSOCIATION PROGRESS

ORGANIZATION—(HENRY ELLIS, Milwaukee *Typhothetae Bulletin*) "Organization is a large mirror; in it you see the memberships actions—a picture of greed and hard times, or the more desirable photograph showing reciprocal generosity and reasonable prosperity. Conditions within the industry are what the individuals thereof make them."

Dates for Publisher-Printers

April

GEORGIA PRESS ASSOCIATION, 25, Savannah; steamship trip to New York.

SOUTHERN ILLINOIS EDITORIAL ASSOCIATION, 10-11, Belleville. SOUTHEASTERN MASTER PRINTERS' FEDERATION, 6-7, Atlanta, Ga.

MAY

INLAND DAILY PRESS ASSOCIATION, 21-27, West Baden, Ind. Members of the Southern and Indiana Republican Editorial Associations to attend; many features on program and for entertainments.

ARKANSAS PRESS ASSOCIATION, 14-16, El Dorado.

SIXTEENTH ANNUAL JOURNALISM WEEK, University of Missouri, 4-9.

NATIONAL ASSOCIATION OF EMPLOYING LITHOGRAPHERS, 19, Briarcliff, N. Y.

ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES, 10-14, Houston, Tex.

ASSOCIATED ADVERTISING CLUBS OF THE WORLD, 10-14, Houston, Tex.

June

TEXAS PRESS ASSOCIATION, 18-20, Tyler.

ALABAMA PRESS ASSOCIATION, 18 Foley.

NATIONAL EDITORIAL ASSOCIATION, 1-3, Richmond; extension trip thro' "Old Virginia" follows.

LIST OF REBUILT MACHINES FOR SALE

Thoroughly Overhauled and
Refinished, Working Condition
Guaranteed.

CUTTERS

Item No.

1512—44" Dexter Automatic, late model; finger clamp, three piece gage, top dial, foot treadle, 2 new knives and bracket.....	1,350.00
1544—44" Brown & Carver Automatic; three piece finger back gage, cable driven back gage, lower indication dial, foot treadle, 2 knives.....	1,075.00
1530—38" Dexter Automatic; finger clamp and three piece gage, top indication dial, foot treadle, cable movement for back gage, 2 knives.....	1,175.00
0079—38" Seybold Monarch Automatic treadle and hand clamp; heavy frame; plunger clamp friction; finger clamp and back gage, band gage movement, overhead indicator, 2 knives.....	1,100.00
0090—38" Oswego Automatic with treadle, positive throw-out to clutch, 2 knives.....	1,385.00
1560—36" Sheridan New Model Automatic; finger clamp and gage, 2 knives.....	850.00
1571—32" Chandler & Price Power Hand Clamp, 2 knives.....	485.00
1507—32" Sheridan Perfection Hand Clamp Power, 2 knives.....	485.00

MISCELLANEOUS

0001—Practically new, slightly used, Burton Peerless Ring Bench Embosser with electric head for 220 V. D. C....	225.00
1533—24x38" Seybold Die Press.....	625.00

Folding Machines—several splendid values.

Rebuilt 22x28" Seybold Embosser.

High-class rebuilt Motors—A.C. and D.C.

Quotations subject to prior sale, f.o.b. Chicago Ill. and Dayton, Ohio. Liberal terms if desired.

Will be pleased to supply detailed information on request.

CHAS. N. STEVENS CO.

112 W. Harrison St.
Chicago, Ill.

The Proof of the Pudding Is in the Eating

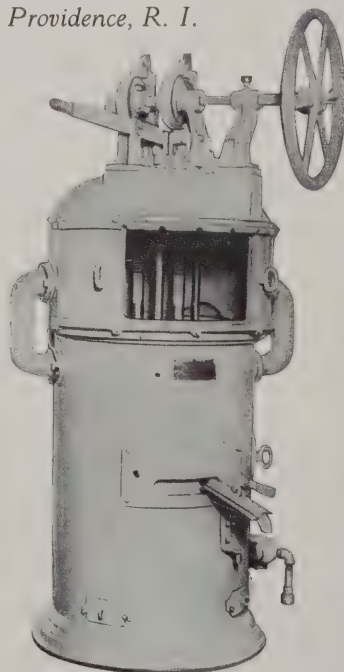
WRITE to any one of the following newspapers and ask them to tell you frankly of their experience with our Monarch Monometer Remelting Furnace.

Brooklyn Daily Eagle, *Brooklyn, N. Y.*
North Penn Review, *Landsdale, Pa.*
Boston Globe, *Boston, Mass.*
Lancaster Press, *Lancaster, Pa.*
Long Island Star, *Long Island City, N. Y.*
New York Times, *New York City*
Newark Evening News, *Newark, N. J.*
Times Publishing Co., *Warren, Pa.*
Gazette Times, *Pittsburg, Pa.*
Baltimore American, *Baltimore, Md.*
Oakland Tribune, *Oakland, Calif.*
The Sun, *Baltimore, Md.*
Elizabeth Daily Journal, *Elizabeth, N. J.*
Buffalo Times, *Buffalo, N. Y.*
Milwaukee Journal, *Milwaukee, Wis.*
Walden Typesetting Co., *Chicago, Ill.*
Farthorn Co., *Chicago, Ill.*
Mono-Lino Typesetting Co., *Pittsburgh, Pa.*
J. C. Hall Co., *Providence, R. I.*

THE saving in fuel and dross will pay cost of "Monometer." It is built to last a lifetime.

THE "Monometer" is built in standard sizes of 500, 1,000 and 2,000 pounds and up to 5 ton capacity.

WATER cooled molds mounted on carriages are supplied to meet the requirements of your plant.



Write for Distributive Catalog "N"

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.



"NPJ" ROUND TABLE (CONTINUED)



MIDWEST CIRCULATION MANAGERS' ASSOCIATION, 8, Colorado Springs, Colo.
INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION, Colorado Springs, Colo.

July

SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION, 6-8, Asheville, N. C.

August

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN, 10-12, Omaha, Neb.

September

VIRGINIA PRESS ASSOCIATION, 10-12, Clifton Forge.

October

NATIONAL ASSOCIATION OF STATE PRESS MANAGERS, St. Louis, Mo.

UNITED TYPOTHETAE OF AMERICA, 19-24, Edgewater Beach Hotel, Chicago.

DIRECT MAIL ADVERTISING ASSOCIATION, 28-30, Boston.

Elections : : Appointments

NEBRASKA PRESS ASSOCIATION—President, Joseph G. Alden, *York Republican*; vice-president, W. A. Brown, *Friend Sentinel*; secretary, Miss Naomi Buck, *Lincoln*; treasurer, F. O. Edgecombe, *Geneva Signal*; directors, H. D. Leggett, *Ord Quiz*; E. W. Huse, *Wayne Herald*; W. W. Maltman, *Hastings Democrat*.

SOUTH DAKOTA PRESS ASSOCIATION—President, James S. Smith, *Belle Fourche Bee*; vice-president, John H. Craig, *Tripp Ledger*; secretary-treasurer, J. F. Halladay, *Iroquois Chief*; executive committee, E. B. Yule, *Alexandria Herald*; C. L. Bates, *Onida Watchman*; Len C. Doty, *Doland Times-Record*.

WISCONSIN PRESS ASSOCIATION—(CORRECTED)—President, John A. Kuypers, *DePere Journal-Democrat*; vice-president, Merlin Hull, *Black River Falls Jackson County Journal*; secretary-treasurer, Louis H. Zimmermann, *Burlington Standard-Democrat*.

MINNESOTA EDITORIAL ASSOCIATION—President, H. Z. Mitchell, *Bemidji Pioneer*; first vice-president, Carl Eastwood, *Le Sueur News-Herald*; second vice-president, John V. Weber, *Slayton Herald*; third vice-president, E. K. Whiting, *Owatonna Journal-Chronicle*; secretary, John E. Casey, *Jordan*; *Independent*; treasurer, H. C. Hotaling, *Mapleton Enterprise*.

IOWA DAILY PRESS ASSOCIATION—President, John F. D. Aue, *Burlington Hawk-Eye*; secretary-treasurer, S. E. Carrell, *Keokuk Gate City* (both re-elected).

IOWA PRESS ASSOCIATION—President, K. F. Baldrige, *Bloomfield Democrat*; vice-president, T. W. Purcell, *Hampton Chronicle*; secretary, O. E. Hull, *Leon Reporter*; treasurer, W. G. Ray, *Grinnell Herald*; board of directors, John W. Carey, *Rock Rapids Review*; J. G. Lucas, *Madrid Register-News*; Walter H. Beall, *West Union Argo-Gazette*; H. P. Hoogenakker, *Audubon Republican*.

NEW YORK STATE PUBLISHERS ASSOCIATION—President, Frank E. Gannett, *Rochester Times-Union*; vice-president, Edward Butler, *Buffalo News* (re-elected); second vice-president, Lynn Arnold, *Albany Knickerbocker Press*; corresponding secretary, Charles Congdon, *Watertown Times*; recording secretary, Gardiner Kline, *Amsterdam Recorder*.

ASSOCIATED OHIO DAILIES—President, R. C. Snyder, *Norwalk Reflector-Herald*; first vice-president, E. E. Cook, *Columbus Citizen*; second vice-president, George Taylor, *Portsmouth Times*; secretary, Osman C. Hooper, *Department of Journalism, Ohio State University*; treasurer, Alfred Haswell, *Bowling Green Sentinel-Tribune*.

NORTHWEST DAILY PRESS ASSOCIATION—President, Fred Shiplin, *St. Cloud (Minn.) Times* (re-elected); secretary, Edward M. LaFond, *Little Falls (Minn.) Transcript*; executive committee: Howard Bratton, *Faribault (Minn.) News*; L. S. Whitcomb, *Albert Lea (Minn.) Tribune*; E. L. Ogilvie, *South St. Paul (Minn.) Reporter*.

MICHIGAN LEAGUE OF HOME DAILIES—President, Wells F. Harvey, *Big Rapids, (Mich.) Pioneer*; vice-president, Harry H. Whiteley, *Dowagiac (Mich.) News*; secretary, Fred Goodrich, *Greenville (Mich.) Independent-Daily News*.

The Automatic Feed with the Human Motion on the BAUM FOLDER is Breaking Production Records Everywhere

Landis Press, Harrisburg, Pa., writes—"One girl folds 50,000 to 52,000 sheets (3 folds each—150,000 folds) every 8 hr. day."

Try out one on your own work

CUT hand-folding COSTS 90% and get your folding AS you WANT it, WHEN you WANT it.

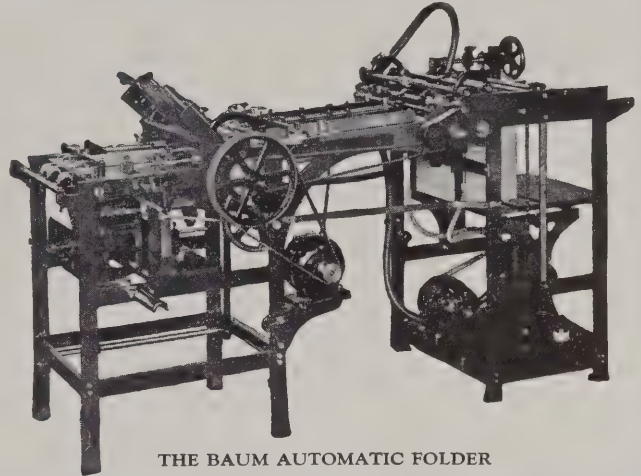
It returns entire investment in 1 to 4 weeks' use.

It is SIMPLE, COMPACT, SPOILAGE PROOF and VERSATILE.

RUSSELL E. BAUM

615 Chestnut Street :: Philadelphia

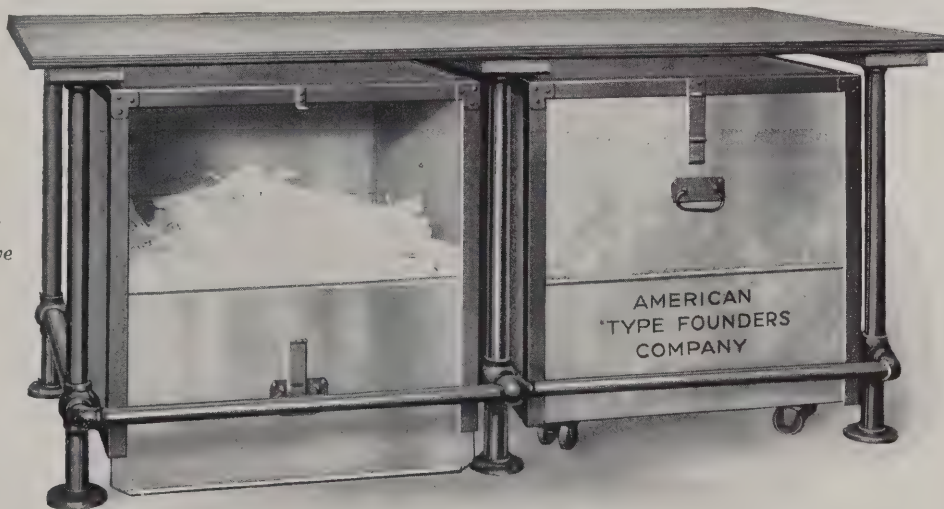
Branches or authorized dealers in 37 cities



THE BAUM AUTOMATIC FOLDER

CUT-COST PAPER CUTTER TABLE

Write
Nearest
Selling
House for
Descriptive
Circular



Made by
the
Hamilton
Mfg.
Company



Designed by the ENGINEERING DEPARTMENT of the

AMERICAN TYPE FOUNDERS COMPANY

COVERING THE CONTINENT

Johnsonized

Some bargains selected from the complete list of Johnsonized Printing, Binding and Typesetting machinery:

Miehle two revolution, bed 39 x 53, 4 page 7 column, four form rollers, combination printed side up and down delivery, for the best grade of job and book printing.

One four roller, two revolution Pony Miehle, bed 26 x 36, two page seven column, combination printed side up or down delivery, a high grade machine.

One Whitlock Premier two revolution, bed 36 x 48, 4 pages 6 column, four roller, convertible delivery, sheet and fly, a late style modern job and book press, as good as new.

One Babcock Dispatch, 7 col. quarto, four page, high speed newspaper press.

One Babcock Standard Drum, 4 page 7 col., a simple efficient machine for newspaper and poster printing.

One Campbell Century two revolution, four page seven column, four roller, front fly delivery, a fine combination press for job, book and newspaper work.

One Model No. 5R Standard Linotype machine.

One Model No. 3 Standard Linotype machine
with quick change feature.

One Model No. 1 Standard Linotype machine,
straight matter.

One 30" Rosback Rotary Perforator with motor
as good as new.

One 44" White Automatic Clamp Power Paper Cutter.

One 10 x 15 new series Chandler & Price Gordon,
Miller Automatic Feed Unit.

One 12 x 18 new series Chandler & Price Gordon, Miller feed unit.

One 14½ x 22 new series Chandler & Price Gordon.

One Wood Nathan Automatic Remelting Furnace
for gas, for plants handling a considerable quantity
of metal.

One Brown Model No. 133 Folder for job, book and catalogue work, a high grade machine up to 35 x 45 sheet, all standard regular and oblong folding good as new and complete with motor.

One No. 7 Boston Wire Stitcher, $\frac{7}{8}$ inch, with direct motor drive.



Send for the complete list of Johnsonized machinery and also for quotations on any new machinery or equipment.



C. I. Johnson Mfg. Co.

Independent Printer's Supply House

Saint Paul, Minnesota

"NPJ" ROUND TABLE

(CONTINUED)

KANSAS CITY NEWSPAPER PUBLISHERS' ASSOCIATION (New) President, W. Laurence Dickey, *Journal-Post*; secretary, Earl McCollum, *Star*; treasurer, George N. Neff, *Drivers' Telegram*.

CENTRAL MISSOURI PRESS ASSOCIATION—President, Edgar C. Nelson, Boonville *Advertiser*; vice-president, E. H. Winter, Warrenton *Banner*; secretary-treasurer, Miss Marguerite Reed, Fayette *Advertiser*.

NORTH-EAST MISSOURI PRESS ASSOCIATION—President, Frank H. Sosey, Palmyra *Spectator*; vice-president, W. C. Auten, Auten-Matlick Printing Co., Kirksville; secretary-treasurer, William M. Nolen, Monroe City *News*; publicity director, Col. Edgar White, Macon *Republican*.

REPUBLICAN EDITORIAL ASSOCIATION OF MISSOURI
—President, Walter S. Dickey, *Kansas City Journal-Post*;
secretary-treasurer, Charles W. Fear, *Jefferson City Unionist*.

NEBRASKA WRITERS' GUILD—President, Keen Abbott, Omaha; secretary-treasurer, W. B. Kerr, Omaha.

Newspaper Contest First Awards

NEBRASKA JOURNALISM WEEK—Field Managers' Cup, "Best Weekly in Nebraska", Hartington *Cedar County News*; Front Page, same; Community Service, Wayne *Herald*; Editorial, Nebraska City *Daily Press*; School Department, Harvard *Courier*.

THE CEDAR COUNTY NEWS



NEBRASKA FIRST-PAGE CONTEST WINNER

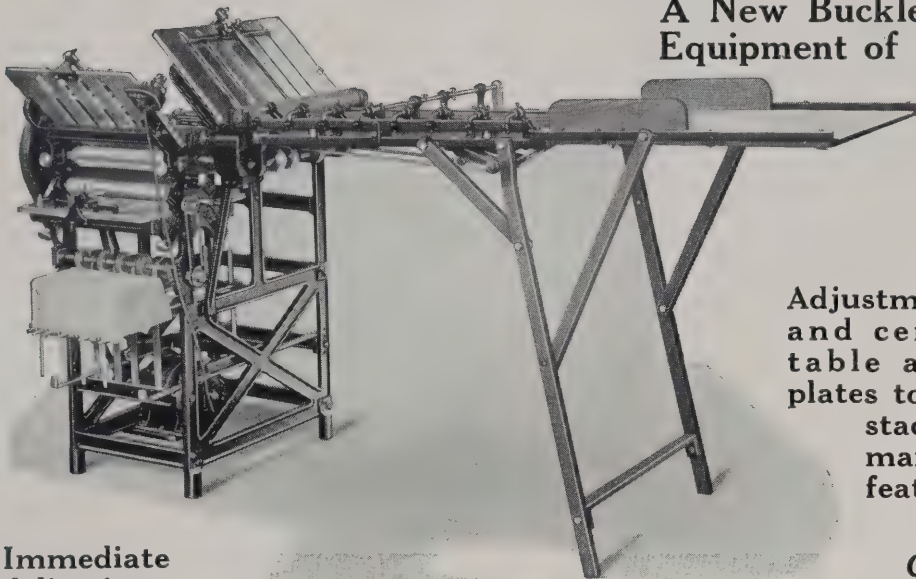
*J. P. O'Furey's Hartington (Neb.) Cedar County News
Was Awarded Also the Cup for the Best All-Around
Community Newspaper of Its State.*

CORNELL NEW YORK STATE COLLEGE OF AGRICULTURE—Weeklies: Local News—Patchogue *Advance*; Editorial Page, Rhinebeck *Gazette*; Front Page, Huntington *Suffolk Bulletin*. Dailies: Local, Editorial Front Page—Rochester *Democrat-Chronicle*; Farm Page, Geneva *Daily News*.

COLORADO EDITORIAL ASSOCIATION—Front Page, Lincoln County Democrat; Advertising, Yuma Pioneer; Letterhead, Craig Empire.

NELSON ECLIPSE FOLDING MACHINES

A New Buckle-Fold-Non-Timed
Equipment of Advanced Design



Combining
**ACCURACY
SPEED
VERSATILITY**

Adjustments are few, simple
and certain; Straightener
table aluminum buckling
plates to avoid static, flat or
stacker delivery and
many new and improved
features.

Immediate
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INKS

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GRITLESS NEWS

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Service From Ten Cities

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CHICAGO
BOSTON
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PHILADELPHIA
ROCHESTER
DETROIT

MINNEAPOLIS
DALLAS
MILWAUKEE

No. 2 POCO Proof Press

Capacity

18" x 25"



Proofs full length galleys in the direction of the lines or slugs.

No wrinkles in the proof — no guessing by the proof-reader.

Thousands of publishers have equipped with No. 2 POCO PROOF PRESS. POCOS make proofs of a quality that from proof-room to press-room are faster and cheaper. They give better insurance against error.

Forms can be inked and proof paper positioned from either side of the cylinder. An easy turn of the crank makes a real proof of any form that will go within the bed limits.

No. 2 Pocos have ball-bearing cylinders and spring bumper bed stops. They are easy running and dependable.

Pocos are made in three sizes: 12-inch by 18-inch, 13-inch by 25-inch and 18-inch by 25-inch.

Send for circular descriptive of the complete POCO line.

HACKER MANUFACTURING CO.
320 South Honore Street, Chicago

QUALITY SERVICE VALUE

Embodied in All
Standard Line, Point Set

TYPE

Manufactured by

Damon Type Founders Co.
INCORPORATED

44 Beekman Street, New York

We Carry in Stock Ready for Immediate Delivery
Chandler & Price Presses, Hamilton Wood and Steel
Equipment, and Everything the Printer Requires.

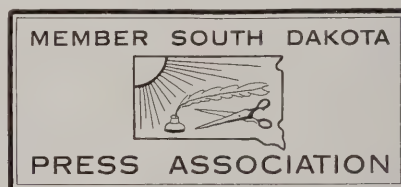
"NPJ" ROUND TABLE (CONTINUED)

Educational : : Activities

MICHIGAN PRESS ASSOCIATION has denied membership to a free-circulation weekly. A few other associations recognize the same principle in their by-laws.

MINNESOTA FIELD SECRETARY—The Minnesota Editorial Association has approved a plan, encouraged through M. J. McGowan, Appleton Press, while president, to appoint a committee on employing a field secretary. Andrew Bromsted, Milan Standard, outlined these duties: Inspiration for community building, analyzing local fields to enable publishers to "sell advertising on facts;" help develop features for better circulation; analyze advertising and subscription prices and wages, and cost and accounting systems; installations; bureau of lectures to address business men's organizations; stimulate "foreign" advertising; co-operative buying of some supplies; help the local job shops; help to get public officials to get blanks, etc., through local publishers; advise in purchases of equipment, and entering of new fields.

CO-OPERATIVE BUYING—The Kansas Publishers Buying Association buys about a car of paper each month direct from mill for its 50 members. It is distributed from Topeka. F. W. Parrott of Clay Center is president and George Harman of Valley Falls is secretary-treasurer.



PUBLISHERS LIKE NEW EMBLEM

Design Was Adopted at the Recent Annual of the South Dakotans and Is Being Used Widely.

BEN H. READ, new managing director of the Southern California Press Association, has headquarters at 515 American Bank Bldg., Los Angeles. He was formerly executive and part owner of the Ames (Ia.) Times and Idaho Falls (Ida.) Daily Post.

LEN W. FEIGHNER, Nashville (Mich.) News, has been engaged as full time field secretary for the Michigan Press Association; J. B. Haskins resigned to become postmaster at Howard City.

CRAFTSMEN'S INTERNATIONAL—Hotel Fontenelle, Omaha, Neb., has been selected as headquarters, Aug. 10-12. A special train, North-Western Line, leaves Chicago for Omaha, Aug. 9 at 6 p. m.

ASSOCIATION STYLE BOOK—The South Dakota Press Association has adopted a complete manual to guide writers, editors and compositors; also, correspondents and school students. South Dakota State College is working out plans to combine the School of Printing and Rural Journalism department. Seth Thornton, superintendent of the former, has resigned because of ill health.

JERSEY LEGISLATURE HELPS—R. E. Lent, publisher Pas-saic (N. J.) News, announces the state legislature, on recommendation of the New Jersey Press Association of which he is president, has appropriated \$2,000 to establish a part time professorship in Journalism at Rutgers' University, New Brunswick, N. J. An association committee will advise in establishing the course.

GETTING THE MEMBERS TO ATTEND—The Baltimore (Md.) Club of Printing House Craftsmen has adopted a beautiful form of certificate on which, at the end of 1925, each member will have a record of the number of meetings attended, thus "demonstrating his desire to support the objects" of the organization.

KENTUCKY CODE OF ETHICS—The executive committee of the Kentucky Press Association is working out a new modern one, following initiation of the movement for it by D. M.

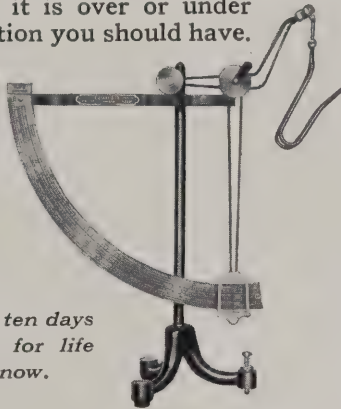
Is Your Print Paper Over or Under Weight?

Newsprint represents the largest single item of expense entering into the production of a newspaper. Are you checking the weight?

The Cady Scale

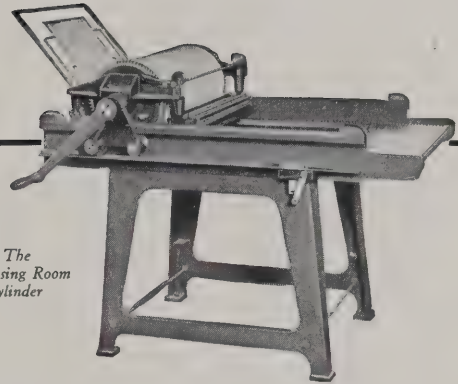
is a patented instrument which provides a simple and accurate method for testing a small sheet of paper from each roll to determine whether it is over or under weight—information you should have.

With the CADY SCALE you can have a daily report on every roll stripped in your press room.



All goods sent on ten days approval. Write for life size circular now.

E. J. Cady & Company
549 West Washington Blvd. Chicago, Illinois



*The
Composing Room
Cylinder*

A PROOF that the Rigid Bed principle of construction is best for composing room presses —

THE PROOFS taken by the majority of the larger printing and publishing plants in the United States are produced on

Vandercook Rigid Bed Composing Room Presses

MORE "PROOFS" and description of the machines sent on request. There is a model built on the Rigid Bed principle suited for every printing office, the smallest as well as the largest. The latest Vandercook is a four-color proof press with power ink distribution and Vandercook Register System for the rapid register of color plates. We have recently greatly increased the production of our machines and have added more distributing points in this and foreign countries.

Vandercook & Sons *Originators of the
Modern Proof Press*
1716-22 W. Austin Ave., Chicago, Ill.

The S-H "Big Four" Saw-Trimmers

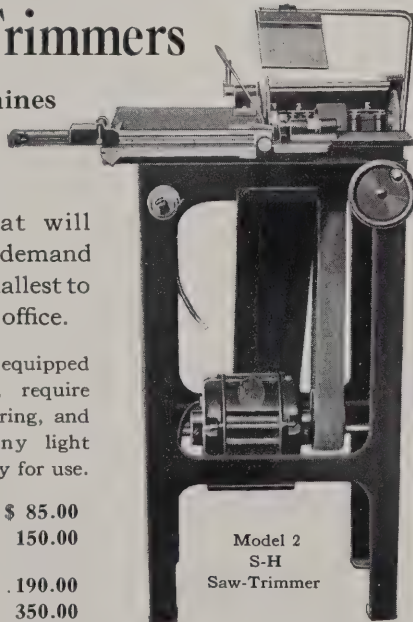
**Best Machines
on the
Market**

A line that will meet every demand from the smallest to the largest office.

They are all equipped with motors, require no special wiring, and attach to any light socket—ready for use.

Model No. 4 \$ 85.00
Model No. 3 150.00
Standard
Model. 190.00
Model No. 2 350.00

Model 2
S-H
Saw-Trimmer



Write for Literature, Terms and Special Discounts

**The Schuyler-Hildman Saw-Trimmer
and Linotype Supply Co.**

160 N. Wells Street Chicago, Ill.

Send for Catalog of Linotype Supplies

SPARTAN TYPE METALS



**THE PRINTING WORLD
RECOGNIZES THE
SUPERIORITY OF
SPARTAN
AND WE RECOGNIZE
OUR RESPONSIBLE**

For

Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositype

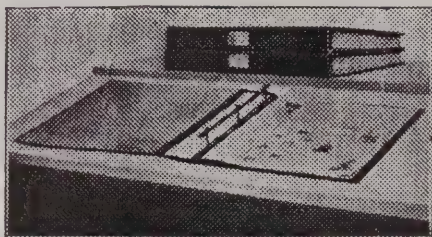
All Special Feed Bars

MERCHANT & EVANS CO.
PHILADELPHIA

Since 1866

The Ideal Newspaper File

Used by Newspapers,
Agencies and Advertisers



Hopper's Newspaper File

Has These Advantages

Easy to use. Takes only a few seconds to insert newspapers. No lacing. No holes to punch. No measuring. No chance for it to go wrong.

Will hold papers to a thickness of three inches or more and permit ALL of any page to be easily read.

No sharp corners or exposed metal to scratch furniture or clothes.

And the covers lay flat when opened!

\$4 each. Less in quantities of six or more.

Ask us to send one on approval.

Hopper File Company

118 St. Claire Ave., N. E.

Cleveland, Ohio

Binders for all publications our specialty.

An Invitation!

To Members of the A. N. P. A.:

When you attend the Convention in New York on April 20th,

CALL ON HALL!

We shall be glad to welcome you at our sales-rooms, where we carry a full line of Rebuilt Newspaper and Printing Equipment, at very attractive prices.

Drop in to see us anyway, and let us make your acquaintance—whether you want to buy or not. Our facilities are yours.

Furthermore, we can assist you in disposing of your surplus equipment. Turn your old material into money. Space is valuable these days in either the large or small plant. Bring your problems to us. It won't cost you a penny.



THOMAS W. HALL CO.

INCORPORATED

512 WEST 41ST STREET, NEW YORK

TELEPHONE: CHICKERING 2307



"NPJ" ROUND TABLE

(CONTINUED)



Hutton, Harrodsburg *Herald*, and Keen Johnson, Lawrenceburg *News*. Malcolm Bayley, Louisville *Times* and the *Courier-Journal*, is chairman of the committee.

To MR. ALLEN:

Expect me Thursday night ☐; Friday ☐; Saturday ☐; surely ☐; probably ☐; if I can ☐. (Conference dates are March 13, 14).

Reserve for me a single room at hotel ☐; room with bath ☐; accommodations at a fraternity house ☐.

I am more likely to join in the discussion of printing ☐; circulation ☐; advertising ☐; editorial problems ☐.

I shall be alone ☐; accompanied by wife ☐; by other member of staff ☐.

Suggestion regarding Conference program or general remarks:

.....

My name is

INVITATION TO NEWSPAPER CONFERENCE

Form Used by Eric W. Allen, Dean of University of Oregon School of Journalism, to Publishers, on a Prepaid U. S. Postal; a Letter Went With It.

KANSAS PRESS ASSOCIATION BAND—At its second appearance, Topeka: CLARINETS—Glick Fockele, leader, Le Roy Reporter; D. Clyde Knock, Independence *Free Press*; H. B. Brown, Langdon Leader; L. W. Davis, Elk City Sun.

CORNETS—H. A. Dawson, Russell Record; C. C. Rogan, Topeka; Herbert Hickman, Florence Bulletin; Byron Cain, Belle Plaine News.

ALTOS—Tom E. Thompson, Howard Courant; R. R. Painter, Elkhart Progress.

SAXOPHONE—Carl Beuoy, Cedar Vale Messenger.

TROMBONES—Harry E. Ross, Burr Oak Herald, A. H. Haughwout, Onaga Herald; A. L. Walmer, Lucas Independent.

BARITONE—R. H. Cline, Conway Springs Star; Peter McKechnie, Kinsley Mercury.

DRUMS—D. W. Morse, Topeka; John Redmond, Burlington Republican; Keith Clevenger.

BOOKS : : PUBLICATIONS

DESKBOOK; *Journalism Series, 33, University of Missouri Dept. of Journalism, Columbia, Mo.*—A complete stylebook for editors, writers and printers. It also contains many valuable pointers in news work for beginners as well as for practical, experienced men in any newspaper printing office.

DRAG; WILLIAM DUDLEY PELLEY, Ex-Bennington (Vt.) *Evening Banner*; Little, Brown & Co., Boston—Every true-blooded newspaperman, whatever life has brought him, will be fascinated by this story. The author, erstwhile country editor, is now known widely as the creator of *The Greater Glory* and *The Fog*. The book stores are selling *Drag* in growing numbers. The public likes good newspaper stories. This is one that newspaper men will like too, because it rings true, it has the goods, there's "printers' ink" all over it. There is some comedy, and a lot of drama. I haven't seen anything more truly newspaper-like in the way of a good-reading novel than *Drag*. Yes, it is something of a country newspaper story, but it is big in its naturalness.—J. L. M.

TRADE PRESS CHANGES—Announcement in *Editor & Publisher*, that *Newspaperdom* has been taken over by James W. Brown, T. S. Trebell and J. W. Brown, Jr., and re-organized as *Advertising. Newspaperdom* was founded in 1888 and reorganized in 1912 by the late H. Craig Dare, and recently edited by Mrs. Dare.

Stevenson Furniture Mold

**Casts Limitless
Base and Spacing Material**



This mold can be fitted into the Mold Dies on any slug casting machine and will cast unlimited base and spacing material *without added cost to you.*

Special to "NPS" Readers

Let us send full particulars and our special offer without obligation.

Manufactured by

Ashton G. Stevenson, Inc.
859 North Franklin St.
Chicago



Publishers and Business Managers

We have a plan that will solve your lead and slug problem.

Leads and slugs furnished in strips or cut to measure cheaper than you can manufacture them.

Did you receive your copy of our rule chart showing 280 faces of Hand-Made Metal Rules? Send today!

Printers Supply Service

719 S. Dearborn St., Chicago, Ill.

Central States Sales Agents

MARGACH METAL FEEDERS

Rule used on this ad is our No. 697

EXHIBIT OF PRINTING AND BOOKBINDERS MACHINERY IN NEW YORK CITY

at the

HOFFMAN TYPE AND ENGRAVING CO.
114 East 13th Street, New York City

See our exhibit during the A. N. P. A. and A. P. conventions in New York the week of April 20. We have 10,000 square feet filled with printing and bookbinding machinery.

Demonstration of Machinery

"Krause" Paper Cutters — Embossing Machines, Round Cornering Machines, Shears, etc.

"Monopol" and "Tip Top" Printing Presses Half and Full Automatic

"Brehmer" Stitching, Sewing Machines, etc.

"Keese" Full Automatic Seal and Tag Machines.

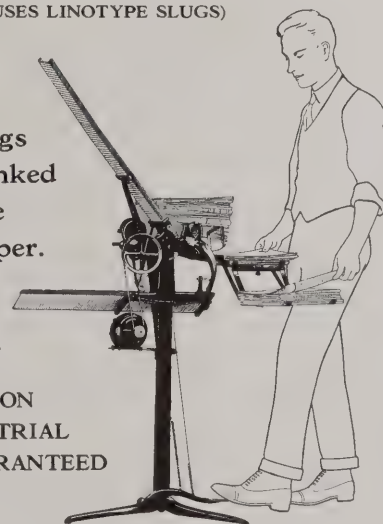
FOR YOUR MAILING ROOM THE TYPADDRESSER

(USES LINOTYPE SLUGS)

Addresses
direct from
Linotype Slugs
through an inked
ribbon on the
margin of paper.

Speed up to
5,000 an hour

SOLD ON
30 DAYS TRIAL
FULLY GUARANTEED



Mail coupon today

THE TYPADDRESSER CO.
City National Bank Bldg.,
Omaha, Neb.,

Please send me complete details and prices on the Typaddresser.

Name.....

City..... State.....

STEREOTYPE CHASES

Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy.
Plain chases converted for Autoplate casting or made larger or smaller.
All kinds of chase alterations and repairs.
Prices for any size single page chase:
With plain bolster \$42.50
For Autoplate casting 50.00

American Steel Chase Co.
122 CENTRE ST. NEW YORK

*Have you heard
of Theophilus
Brown? Well...
you will!*

THE BASIL L. SMITH SYSTEM, INC.

*International Classified Advertising
Counsellors*

Packard Building

Philadelphia

Cuts your type and fountain
PHENOID cleaning costs
one-half

TRADE MARK
INSTANTANEOUS
TYPE CLEANER

Try One Quart . . . at our risk

10,000 words couldn't tell you half as much about Phenoid's wonderful work as a quart can you used yourself.
So here's a four-square offer. Send for your first quart now. We'll send it to you at once—try it at our risk. Pay if you like it. See for yourself the lightning speed with which hardened ink dissolves under this famous solvent. You'll think it magic. Caked ink, grease and dirt haven't irritate your skin or eyes, chance. What's more, Phenoid doesn't. Just drop us a line on or tickle your chance—see for yourself. Chemical Company, 123 Here's your chance—see for yourself. Chestnut Street, Newark, N. J.

BROADCASTING

A
Money Saving Device
W. C. C. E.

(We Cut Composition Errors)

"We have found that our errors have been reduced about 50% on two of our machines, and 25% on the third, the man on the third machine being a comparatively inexperienced operator."

THE REPORTER, Dover, Ohio.
Particulars on Request.

Matrix Contrast Corporation

33 WEST 42ND STREET

NEW YORK CITY.

"NPJ" ROUND TABLE

(CONTINUED)

MANY COMPLIMENTS—Many nice things were said by the fellow editors of H. J. Pettypiece, proprietors of the Forest (Tor., Can.) *Free Press*, when the paper celebrated its 47th year and the editor his 42nd as its editor. The best compliments were printed on the editorial page.

LETTERS FROM READERS

TESTIMONIALS FOR "NPJ"

E. E. JACKSON, Covington (Ala.) *News*—"Here comes a word or two from an Alabama—and *South Alabama* at that—paper which you will please take as complimentary of the wonderful publication that you are getting out. Many are the times when I reach for the latest copy and see what nifty stunt some brother publisher has pulled, and ten to one I find something that suits me to the T. Y. I have tried several advertising and job printing ideas found in your paper, and never fail to give dear old 'NPJ' credit. 'NPJ' has been a valuable asset in the building and success of this paper, which has at its head Col. Allen Crenshaw as editor, and Ernest E. Jackson as associate editor and advertising manager."

W. A. WALKER—Warren (Pa.) *Times Publishing Co.*—"I am a subscriber to a number of trade publications, but in my opinion NATIONAL PRINTER-JOURNALIST is the best of the lot, and I would not be without it for many times its subscription price. There isn't a single issue that comes to my desk that I don't get an idea out of that is worth many times the two dollars it costs me for the entire year. Let the good work continue."

D. L. STITT, Clinton (Ind.) *Clintonian*—(Referring to the article in March "NPJ" entitled *In Glass Houses With All-Glass Pockets* by J. W. Pierce): "Mr. Pierce passed away March 2. The paper will continue along the lines Mr. Pierce pursued. He requested that his family operate the *Clintonian*. Mrs. Harriet R. Pierce assumes active charge as editor and publisher, with me as her assistant. Through the medium of your journal, all interested in the affairs of the *Clintonian* can be informed."

A. R. HOTLHOUSE—Decatur (Ind.) *Democrat*—"We note with interest on page 91, March 'NPJ', a reproduction of an advertisement used in our annual subscription renewal campaign. It pleases us to see this displayed in your interesting magazine. We might state that we published more than 1,000 inches during the campaign and renewed practically 95% of our list. We are convinced that it pays to advertise one's product and our method has tended to hurry the renewals in. They are also solicited by letter."

GEORGE F. SMITH, Ohio Representative, *Bonnet-Brown Corporation*—"Your last issue was mailed me by my company, as they are running ads in 'NPJ', but I wanted to say that any newspaper man in the world, who can't get more than the price of a year's subscription out of one edition, is beyond human ken. *Selling the Newspaper Business and Its Services* is worth a ten spot of any man's money in the newspaper game. I have noted that one sees NATIONAL PRINTER-JOURNALIST in the live newspaper offices."

GEORGE O. (MAC) MCCARTHY, Los Angeles (Calif.) *Chimes Press*—"Here's a handclasp on that last issue which I consider one of the best you ever produced. Talk about punch! The issue has the Jack Dempsey kick. You never stop till the last page is finished. In this way a person gets the meat of everything of importance in the profession without being forced to wade thru' a whole bunch of unnecessary bunk."

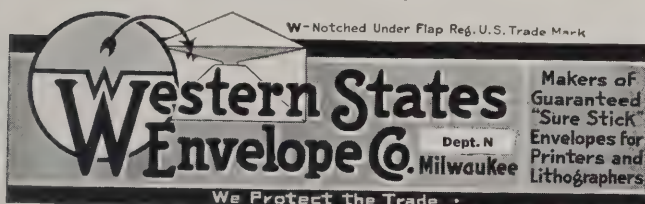
FREE CIRCULATION—Anent Prof. Radder's article in a recent "NPJ" about the Enumclaw (Wash.) *Herald* trying a free circulation plan in some lumber camp territory to meet a demand of merchants for "complete coverage", and where the customers wouldn't subscribe "no-how", Fred G. Cowles, McAlester (Okla.) *News-Capital*, asked about the manner of distribution of the free copies. Prof. Radder replies—"Distribution of the *Herald* is by carrier, neighboring towns getting the papers by truck. "My story was not laudatory of the plan," added Prof. Radder, "and Mr. Larin wasn't wholly sure it will work, but it was worth a story." (With which we agree. —Ed.)



Western States service is constructive service. Its ideas are not confined to simply supplying the envelope needs that arise from your ordinary DEMAND.

It makes envelopes that CREATE new demand—bring you orders—lead to fat and economical press runs that your shop can always use.

Ask for the free Service Book and Price List that show you the way.



FOR SALE

Practically New

GOSS COMET Flat-bed Web Press

has run less than
three months

New owner of paper will install 16 page Web Press latter part of May.

\$3700.00 of the purchase price is in notes at \$100.00 per month which may be assumed, balance cash.

Ask for details, No. 657

Baker Sales Company

200 Fifth Ave.

New York City

For Quick, Effective Results!

OUR SERVICE WILL HELP YOU MAKE MORE MONEY — GIVE YOU A REAL CIRCULATION COVERAGE; AND EXTEND YOUR INFLUENCE THROUGHOUT YOUR TERRITORY.

**2108 NEW SERVES
\$18,500 CASH RETURNS**

in the Final Analysis of Our Second Campaign for The Press, Escanaba, Mich.

"Twenty Years doing one thing well"

We particularly solicit small dailies and county seat weeklies.

PACIFIC COAST CIRCULATION SERVICE

301 Bell Block

Cincinnati, Ohio.

"A Wire Will Save Time."



Don't "Pig" Metal

MONOMELT

SLUG FEEDER

Has eliminated the metal furnace successfully in large and small plants. Satisfaction guaranteed. Write for free trial offer.

PRINTERS MANUFACTURING COMPANY

706-16 Palace Bldg., Minneapolis



The Dixie
Circulation Bureau
Nashville - Tenn.

"The Golden Rule Circulation Organization"

WRITE OR WIRE FOR AGREEMENT AND OPEN DATES

"NPJ" ROUND TABLE

(CONTINUED)

J. C. WICKES, Dover (Dela.) State News—"While the writer is a busy man he always has time to look over every copy and considers *NPJ* the one publication that should be in the hands of every publisher of the United States."

K. E. TORRANCE, Business Manager, Pocatello (Ida.) State Journal—"It would not do to stop without mentioning the great value of your publication which I believe without doubt is the peer of all publications in its class."

N : : E : : W : : S

IDEAS EVERYWHERE, ANY TIME—Ashton G. Stevenson's advertisement in this issue has a little story back of it which demonstrates the ever-presence of ideas. It is that his very efficient secretary has the common habit of scratching about with a pencil when in thought, especially when speaking at the telephone. The advertisement was all ready for *NPJ* and on the secretary's desk. Then, a telephone call, with a lot of questions about the Stevenson Furniture Mold. And, *the pencil kept filling in the outline of the ad-heading, one after the other.* The secretary "awoke," startled at what she had unconsciously done. Mr. Stevenson, however, saw an idea and had the matter zined "as is", saying he believed it would make a unique bit of copy, as it resembled "type", and any printer would and could read it. This story recalls how many newspapermen have the "pencil habit", as is evidenced on the desks, and sometimes the walls, of every printer-journalist shop in the world. There are other habits of similar interest. The late George E. Lincoln, said Mr. Stevenson, for years manager of the Chicago office of the Linotype, always kept a pair of shears on his desk, and woe unto any document, sheet or slip coming in with the edges not true.

New Papers, Offices, Plants

Dierks (Ala.) News.
Fayette (Ala.) Northwest Alabamian.
Winslow (Ariz.) Standard.
Louann (Ark.) News.
McGehee (Ark.) Desha County News.
Del Rey (Calif.) Messenger.
Kern County (Calif.) Ford City News.
Lynwood (Calif.) Herald.
La Junta (Colo.) Otero County Star—Weekly; L. T. Stanley, Homer T. Seale.
Santa Rosa Sound (Fla.) Spray.
Mullan (Ida.) News.
Victoria (Kans.) Globe.
Berlin (Md.) Advertiser.
Austin (Nev.) Progressive.
Great Neck (N. Y.) News.
Philadelphia (Pa.) Daily News—Tabloid; William S. Vare.
Arthur (N. D.) News—Printed at Hunter.
Harrah (Okla.) Herald.
Newport (Ore.) Journal.
Warrenton (Ore.) Clatsop County Argus.
Manatee (Tex.) Advertiser.
Morgan (Utah) News.
Madison (Wis.) East Side News.
Shoshini (Wyo.) Enterprise.
Halifax (N. S.) Maritime Rights.

E. G. MYERS, formerly of Milwaukee, Wis., and recently in the New York office of the Miller Saw-Trimmer Co., has become vice-president and manager of the Kane Press, 141 West 36th St., New York City.

J. B. SHERRILL, Concord (N. H.) *Times & Tribune*, has just celebrated the fortieth anniversary as editor and publisher of that newspaper.

STATEMENT of ownership, National Printer-Journalist (Published monthly at Milwaukee, Wis.) as of April 1, 1925. Management. Publisher, H. A. Apple, 790 Farwell Ave.; Editor, H. A. Apple, 790 Farwell Ave.; Managing Editor, John L. Meyer, 226 - 33rd St.; Business Manager, P. C. Treviranus, 740 Maryland Ave.; Advertising Manager, F. L. Goulston, 1389 Downer Ave. Ownership Trade Press Publishing Co., Inc. List of stockholders holding 1% or more: H. A. Apple, 790 Farwell Ave., Milwaukee, Wis.; R. M. Apple, 790 Farwell Ave., Milwaukee, Wis.; F. L. Goulston, 1389 Downer Ave., Milwaukee Wis.; P. C. Treviranus, 740 Maryland Ave., Milwaukee, Wis. Known bond holders, mortgagees etc., None. To the best of my knowledge and belief the above is a true statement of ownership, management, etc., as required by the act of August 24, 1912. P. C. Treviranus, Business Manager. Sworn and subscribed before me this 24th day of March, 1925. B. H. Boettcher, Notary Public. My commission expires March 20, 1927.

Modern Addressing Methods

Will Increase Your Profits

Full name and address printed upon margin of publications with our Automatic Mailing Machine at guaranteed net production of 12,000 names per hour. Envelopes, cards, broadsides, etc., at same speed.

Write for list of users and full information, giving full particulars of your addressing requirements.

POLLARD-ALLING MFG. CO.

Addressing, Mailing and Listing Machines
224 West 19th Street, New York City

16 $\frac{2}{3}$ Cents Per Issue
Only \$2 a Year

(In U. S. and Canada)

National Printer-Journalist

129-135 Michigan St. Milwaukee

THE SIMPL-O CASTER

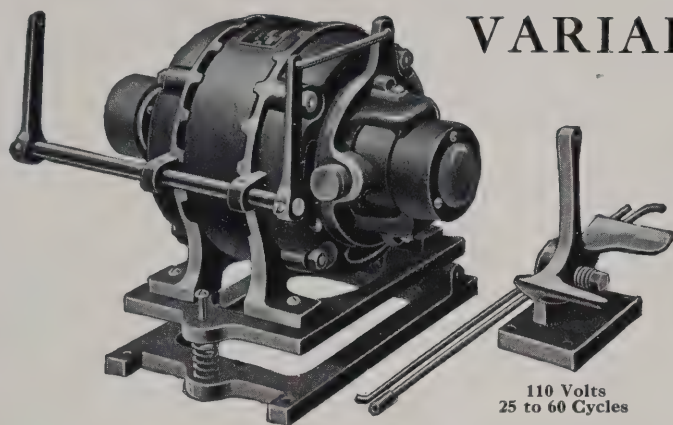
Is a Complete
Stereotype Outfit
Burns Gas or Gasoline

Anyone can operate —
Casts from ordinary
mats. Hundreds of sat-
isfied users. Write for
circular describing time-
saving equipment for
the Publisher.

7250

**SOLD ON
EASY PAYMENTS**

SIMPL-O CASTER COMPANY
PARK BUILDING CLEVELAND, OHIO



VARIABLE SPEED MOTORS for JOB PRESSES

A WARNER variable speed motor will run your job press from the lowest possible speed you may require up to the maximum output of the press.

NO BELTS

Motors are equipped with spring base friction drive and foot control. Motors are shipped out with a complete equipment all ready to attach to press.

BALL BEARINGS

All WARNER Motors are equipped with the finest kind of ball bearings and when once oiled will run at least two years without re-oiling.

Motors are now manufactured for either 110 or 220 volts and from 25 to 60 cycles.

WARNER ELECTRIC CO.
KALAMAZOO, MICH.

SELLING AGENTS FOR

O. K. Paper Cutting Knives

Electric Welded Chases
Vandercook Proof Presses
Performing Machines
Ortleb Ink Agitators
Folding Machines

Punching Machines
Perfection Quoins
Wire Stitchers
Paper Cutters
Proof Presses

and other Press and Composing Room Equipment

DEALERS IN

New and Rebuilt Cylinder and Job
Presses and Book Binding Machinery

J. Ruesch Prtg. Mach. Co.
MILWAUKEE, WISCONSIN

MILLER SAW-TRIMMER CO.

Miller Automatic Feeders
Miller "High-Speed" Presses
Miller Craftsman Units
Miller Ideal Units
Miller Saw-Trimmers
Liberty Folders

C. & P. Gordon Presses
C. & P. Lever Cutters
C. & P. Power Cutters
Advance Lever Cutters
Diamond Power Cutters
National Power Cutters

Write for Descriptive Matter, Prices and Terms



Main Office and Factory, Pittsburgh, Pa.

Branches:

Atlanta, Boston, Chicago, Dallas, Detroit,
Los Angeles, Minneapolis, New York,
Philadelphia, San Francisco

Steel Die Engraved

1926 CALENDAR CARDS

to fit 6 $\frac{3}{4}$ envelope in 3-ply white, grey, and buff cardboard, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

*Personal and Business
Christmas Greeting Cards
with customer's name
engraved. Samples ready
September 1st, 1925.*

AMERICAN EMBOSSING CO.

192-96 Seneca Street

BUFFALO, N. Y.

Four Hundred New Members

Have Been Enrolled by the
National Editorial Association
the Past Three Months.

The Reason Why Is Apparent:

Desire for Relief from Government Competition in Envelope Printing.

Opportunity to Secure Cuts and Engraving Service at Great Reductions.

Realization That There Must Be Team Work to Escape Higher Postal Costs.



Send Your Check for \$3.00 to

H. C. HOTALING, Executive Secretary
131 East Sixth Street, St. Paul, Minn.

*And You Will Get a Membership
Card and Receipt by Return Mail*

Throw Away Your Glue Pot!

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbings, Tipping or Mounting

SAVES 50 PER CENT IN LABOR

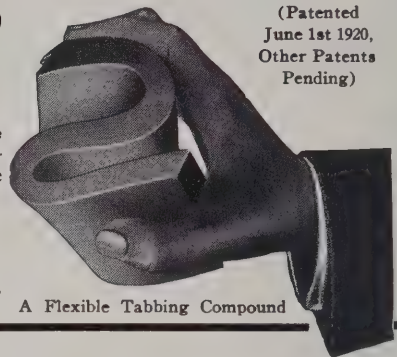
NUREX — The only Non-Inflammable Tabbings Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

THE LEE HARDWARE CO.

Salina, Kansas, U. S. A.



(Patented
June 1st 1920,
Other Patents
Pending)

A Flexible Tabbings Compound

NEENAH PAPER COMPANY

Neenah, Wisconsin

Makers of
SUCCESS BOND
OLD COUNCIL TREE BOND
CHIEFTAIN BOND
NEENAH BOND
Check the Names
WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

"Note the Tear and Wear as well as the Test"

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St.,

Milwaukee, Wis.

RUXTON BOOKLETS The University Press Edition

The demand for past issues of THE PRINTING ART, containing Robert Ruxton's department of Salesmanship in Print, has exhausted certain numbers.

To supply the insistent demand, Mr. Ruxton's articles have been printed in handy-size booklet form, and the following titles, Series III, are offered at 25 cents a copy, postpaid:

Each of these booklets is 4½-in. by 7-in. in size, containing sixteen pages printed in easy-reading type on good paper, with separate paper covers of different colors.

Broken Links in Selling Chains.
The Cause of and Cure for the 60% Advertising Mortality.
Space, Lists, and Letters, Versus Copy.
An Open Letter to Publishers and Advertisers.
The Remedy for the Disease That Pollutes the Business Stream.
An Analysis of Advertising As Is.
The Billion Dollar Imagination.
Advertising Analysis.
Are You Advertising Your Competitor?

The Technique of Getting Attention.

BY HERBERT N. CASSON.

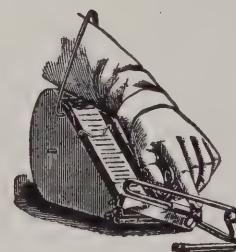
SPECIAL—A copy of the current issue of THE PRINTING ART, and a copy of any booklet mentioned above, will be sent by mail, postpaid, on receipt of 50 cents. Postage stamps accepted same as cash.

The Printing Art

Cambridge,

Address Dept. C.

Mass.



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer

137 W. TUPPER ST.

BUFFALO, N. Y.

"NPJ" Classified Ads

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, \$1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

STEREOTYPE WET MATS CURED AND DRY—Made of the best matrix and imported tissue. All that is necessary is to moisten down over night and stack up under wet blankets. Our price is \$12.00 per hundred, 20x24. **SPECIAL INTRODUCTORY OFFER** we will include a Cork Moulder with the initial order of 100 mats. All our Product is Guaranteed. **STAR KEE PROCESS CO.**, 37 Sullivan St., New York City.

ACME DRY PROCESS STEREOTYPING—This is a new process for fine job and book work; matrices are molded in a job press on special matrix boards; the easiest of all stereotyping processes; plates sharp as electros.

COLD SIMPLEX STEREOTYPING—A brush-molding process; level plates with no concave faces on type or cuts; quick and inexpensive process. Note this: Matrices made by either process are deep enough for rubber stamp work. Send stamp for literature. **HENRY KAHRS**, 240 East 33rd street, New York.

NEWS FILE SERVICE

YOU put us on your mailing list
We check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months\$5.00
Daily Six Months\$7.00
Weekly Twelve Months\$5.00

We are serving Publishers in all parts of the United States.

Write us for further particulars.

Monmouth Blank Book Co.,

O. J. Forman, Prop.,
Monmouth, Ill.

PRINTERS' ROLLERS

VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—MACHINERY

Four 65 inch Meihle Presses with Extension Delivery and Cross Feeders. Fine machines that can be had at a bargain if purchased now. Come and see them in operation. George R. Smith, 742 Webster Building, Chicago.

FOR SALE—A Gulberg and Smith gathering machine, 15 boxes, 9x12, with a two wire Universal stitcher, \$1000.00; Sheridan Job covering machine, 9x12, \$500.00. Duplex Trimmer, with five sets of knives, \$200.00. All of these machines are in A1 condition and were in use up to a month ago. Must be disposed of at once to make room for new equipment which is ready for installation. The Gazette Press, 55 Main St., Yonkers, N. Y.

See Our Mats Made!

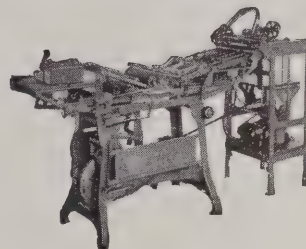
During the conventions of the Associated Press and American Newspaper Publishers' Assn., in New York the week of April 20.

Open house will be kept at our factory during that week and visiting publishers are cordially invited.

We make wet mats, cured and dried.
Stocked as you now stock your matrix paper.

*Will keep indefinitely.
Made by Union Stereotypers*

Stereotypers Mat Supply Co.
225 West 39th St., New York, N. Y.



M-24 with Autofede

Operating the Autofede in connection with M-24 makes your equipment almost entirely automatic. Load up—as much as 3,000 sheets at one time—and go on with other work while this outfit takes care of itself.

M-24

M-24 takes practically all work usually delegated to 10x15's and its amazing speed enables you to obtain up to 4800 impressions an hour. 3600 on quality work.

Write Today for Descriptive Literature.

LISENBY MFG. COMPANY

222 N. Wabash Ave.

Dept. D

CHICAGO, ILL.

Cline-Westinghouse Interchangeable Electric Motor Drive

FITS ANY MODEL TYPESETTING MACHINE
AND IS INTERCHANGEABLE

Write Us for Further Details

CLINE ELECTRIC MFG. CO.

MAIN OFFICE: CONWAY BLDG., 111 W. WASHINGTON ST., CHICAGO

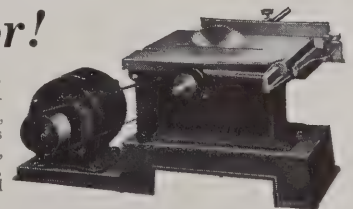
WESTERN OFFICE
FIRST NAT'L BANK BLDG.
SAN FRANCISCO, CAL.



EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK

Here's the Saw You've Been Waiting For!

A compact, accurate, low-cost machine. Saws linotype slugs, leads, furniture, reglets, rules, metal casts on wood base, electros, halftones, etchings, etc., does slotting, grooving and outside mortising.



The Boice-Crane Printers' Handisaw

soon repays its moderate cost in time and labor saved. Handles 90% of the jobs of the average shop. Has adjustable pica gauge 60 picas long graduated by nonpareils. Sold with or without motor and base. Cash or time payments. Every machine sold on 10 days' trial. Satisfaction guaranteed. Write today for circular on the Boice-Crane Printers' Handisaw.

W.B.&J.E. Boice Dept.
N.J. 3-A Toledo, O.

*Your story
in pictures
leaves
nothing
untold*



*Premier
perfect plates
tell
the story
best*

Builders of Business

IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business.

It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

PREMIER ENGRAVING CO.

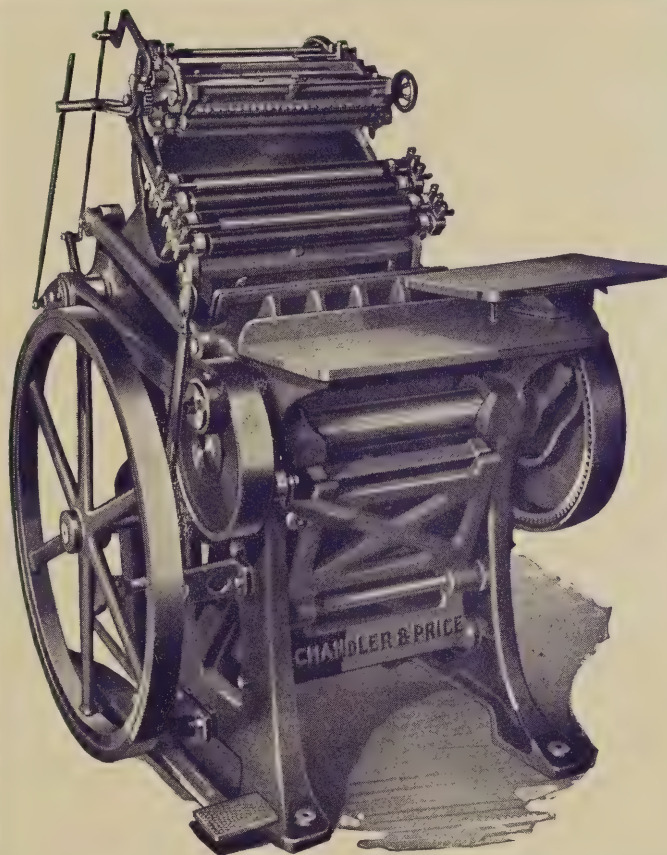
DESIGNERS
ENGRAVERS



814 WINNEBAGO ST.
MILWAUKEE, WIS.

The Chandler & Price Printing Presses

8x12 ~ 10x15 ~ FOUR SIZES ~ 12x18 ~ 14½x22



THE CRAFTSMAN ~ 12x18 ~ WITH ITS WONDERFUL DISTRIBUTION SYSTEM

WE CARRY all sizes of CHANDLER & PRICE PRESSES in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, write, telephone or wire your requirements, including motor equipment, to the nearest AMERICAN TYPE FOUNDERS COMPANY Selling House

Selling Houses Located in the Following Cities:

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CHICAGO

DETROIT
ST. LOUIS
MILWAUKEE
MINNEAPOLIS

KANSAS CITY
DENVER
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NEWSPAPER HEADINGS · DISPLAY ADVERTISING · PUBLICATION WORK
JOB WORK · INTRICATE COMPOSITION OF ALL KINDS

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Mixed in the Same Line

Continuous Distribution
to all magazines at the same time

Two Standard
Main Magazines

*Split or Full Length
interchangeable
with other
Linotypes*

Two
Standard
Auxiliary
Magazines

*interchangeable
with other
Linotypes*

Easy Magazine Shift

*Magazines are counterbalanced
so that a light touch swings either
into operative position*

A Touch
on a
Keybutton

*shifts the
keyboard action
from main to
auxiliary magazines*

A Single
Power-Driven
Keyboard

*operates both main and
auxiliary magazines*

TYPE **LINOTYPE** MARK

*Ask the nearest Linotype Agency for further information on the Model 26
and for literature showing its application*

MERGENTHALER LINOTYPE COMPANY

SAN FRANCISCO CHICAGO
NEW ORLEANS

Brooklyn, New York

CANADIAN LINOTYPE LTD.
TORONTO

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD

NATIONAL PRINTER JOURNALIST



Vol. 43 No. 5

MAY, 1925

Published Monthly by
Trade Press Publishing Co.
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Milwaukee, Wis.

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Single Copies 25c

"NOTHING STARTLING"



*A Peek Behind the Scenery of a Customary Answer
for a Very Customary Question*

HOW'S Business? What's New? : : Well, nothing *startling*! Are only the spectacular, the "wonderful" situations, conditions and occurrences—and none of the others—"good" business, "satisfactory" volume, "real" news?

Is Sensationalism not fully as bad as Indifferentism? As to selling, buying, advertising lineage, job department volume—as well as to reporting and editorializing?

IT began (innocently enough) with the trash that said "if a dog bites a man, that *isn't* news; but, if a man bites a dog, *That's* News."

He "who bites a dog"—who preaches sensationalism, bites into it and gets the infection, *isn't* "news"—no matter how much he kids himself. *He needs a remedy.* It is, "*Back to the Worth-While, Back to Business-for-Service and AN HONEST PROFIT IN EVERY DOLLAR OF TURN-OVER.*"

—JOHN L. MEYER

*The Printers' and Publishers'
Experience-Exchange*

Announcement

A New Address



Transportation Building
CHICAGO, U. S. A.

The Monomelt
Single Melting System
eliminates the metal furnace
and
"It Cleans As It Melts"

The Printers Manufacturing Company, makers of the *Monomelt Slug Feeder* (*The Single Melting System*), announce the removal of the general sales and executive offices from Minneapolis to the Transportation Building, Chicago.

A cordial invitation is extended to the trade to visit our new business home.

PRINTERS MANUFACTURING CO.

1109-17 Transportation Bldg.

CHICAGO

--

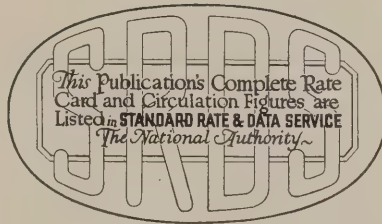
U. S. A.

MONOMELT

SLUG FEEDER

"We admit defeat. We thought we could get along without STANDARD RATE AND DATA SERVICE — but we were wrong. Register our subscription to take effect immediately and send us the current issue by return mail."

ARTHUR TOWELL,
MILLER-RENDALL-TOWELL
Advertising
Madison Wisconsin



PUBLISHERS—This electro will be furnished to you, free of charge. Use the symbol in your advertisements, direct-by-mail matter, letter-heads, etc. It's a business-producing tie-up—links your promotional efforts with your listing in STANDARD RATE & DATA SERVICE.



The Service Represents an Ideal Medium for Your Advertising

STANDARD RATE & DATA SERVICE

536 Lake Shore Drive

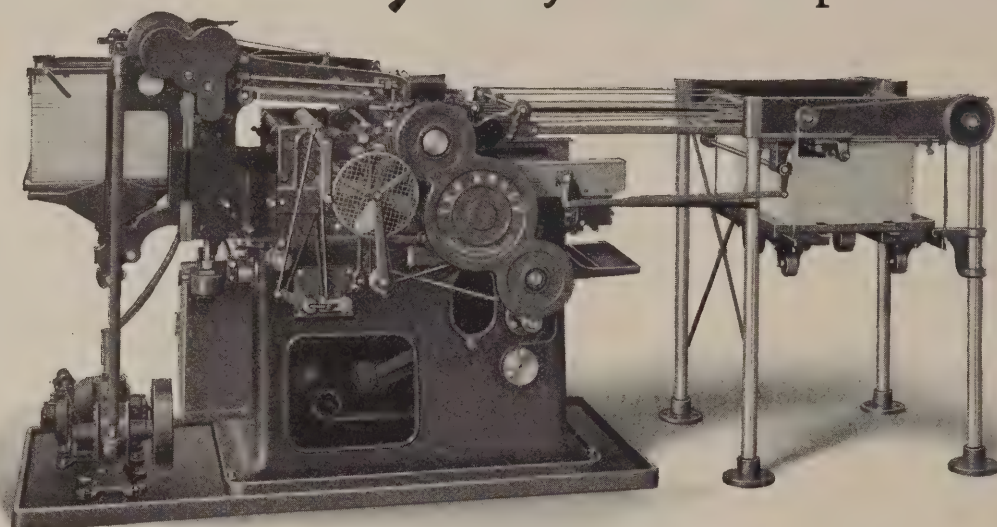
CHICAGO

New York

San Francisco

London

The Kelly ~ Greatest Producer of Good Impressions



The Style B Kelly Special with Extension Delivery and Fan

GOOD PRINTERS EVERYWHERE have found the *Style B Kelly Special* a wonderful automatic printing unit for very high-grade printing as well as the ordinary forms handled in the commercial printing offices.

Quality work, whether process, color or halftone, is easily handled. Large output is obtained at low operating cost, and on this basis the *Style B Special* is offered with every assurance of perfect satisfaction.

While unequaled as a producer of ordinary printing, the difficult forms and sheets of a size impossible to run on some presses are well within the wide range of work that thousands of printers are daily turning out on these remarkable cost-reducing printing units.

Durability, low upkeep and dependability have been proven in the ten years the *Kelly* has been on the market. It is a factor in printing office equipment. Many users claim it to be their most profitable printing unit among many presses large and small. You are "muffing" something if you have not at least investigated the *Kelly*. Thirty-nine hundred in daily use.

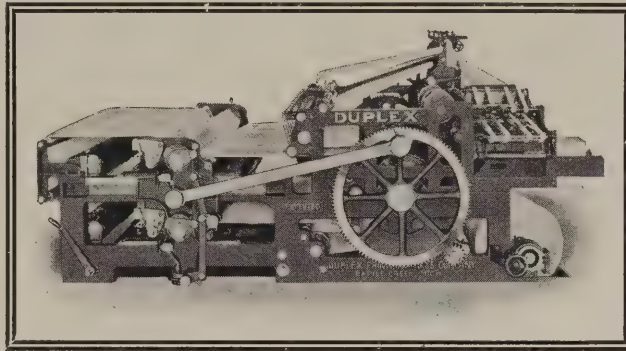
For Sale at all Selling Houses of the

AMERICAN TYPE FOUNDERS COMPANY

Also by Barnhart Brothers & Spindler at Washington (D. C.), Omaha, Dallas, Seattle;
all houses of National Paper and Type Co. in Latin America; Toronto Type Foundry Co., Ltd., Canada East of Port Arthur;
Alex. Cowan & Sons, Ltd., all houses in Australia; Canadian-American Machinery Co., London, England

THE DUPLEX FLAT BED WEB PERFECTING NEWSPAPER PRESS

ACTUALLY SAVES MONEY
FOR THE WEEKLY, SEMI-WEEKLY, TRI-WEEKLY
AND DAILY PAPER



The Fredonia Daily Herald

BEN S. HUDSON

Fredonia, Kansas

To Whom It May Concern:

We purchased and installed a Duplex Flat Bed Web Press in the spring of 1923. At that time we were using a drum cylinder 6 column Quarto press and printed an average of about 1450 copies per day of a four page daily.

We have found that since the installation of the Duplex we have been enabled to reduce our force one man and our regular printers have been handling the new press very nicely. Besides it gives us from one to two hours more time for getting up our news and advertising.

We find that the saving in wages for help, more than offsets the cost of the press, and we consider it one of the best moves we have ever made in improving our equipment.

THE FREDONIA DAILY HERALD

By Ben S. Hudson, Editor and Owner.

The Duplex Flat Bed Web Press prints directly from Type, Halftones, and Flat Casts on roll paper.

The papers are cut, folded, counted, and delivered ready for distribution. It may be arranged for Tabloid work.

Write for Bulletin 702

THE DUPLIX PRINTING PRESS COMPANY of Battle Creek, Mich.



IT is much easier to sell a man when you are friendly enough with him to meet him at his club or in his home.

For many years, Hammermill advertising in the Saturday Evening Post has been meeting millions of business men in just that way. It has given them a friendly feeling for the paper itself — it has taught them how to use more printed forms, it has made them better customers for the printer.

When a man who has read that advertising walks into your office, remember he is already sold to the idea of using more printing, he has a friendly feeling for Hammermill Bond and associates its



use with good business practice, and he is about as good a prospective customer as you could ask. You get the advantage of all the sales work that has been done if you use and recommend for his work

HAMMERMILL BOND

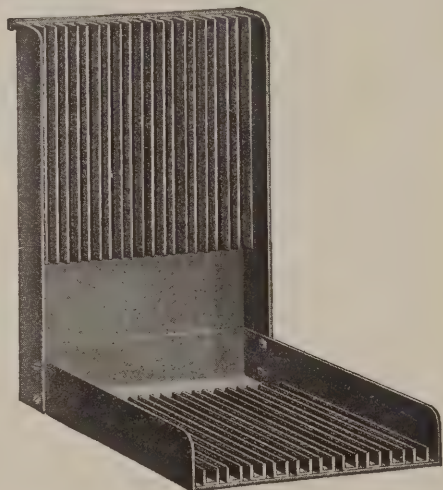
THE UTILITY BUSINESS PAPER

HAMMERMILL PAPER CO., ERIE, PA. NEW YORK OFFICE, 291 BROADWAY

Hamilton Unit Chase Racks

FOR JOB AND CYLINDER CHASES

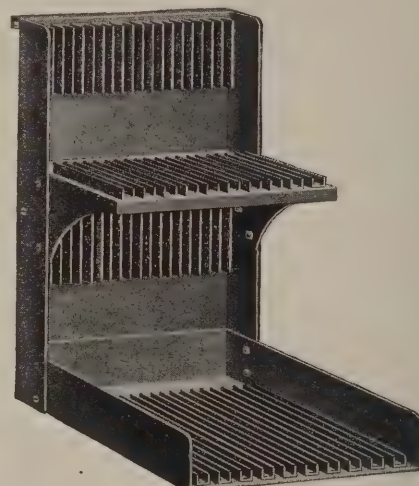
ONE of the most necessary articles in the modern printing plant is a durable, serviceable, convenient Chase Rack, and the Hamilton designs shown on this page are the very latest development in this line. They are made of heavy gauge steel, very durable and occupy a minimum of floor space thus providing maximum storage facilities in minimum space.



No. 15230



No. 15235



No. 15240

All channels are spaced so as to accommodate form in chase and the width of the channel is right for the chase, allowing ample room for entering, but not enough "play" to permit of damage to forms in entering or withdrawing.

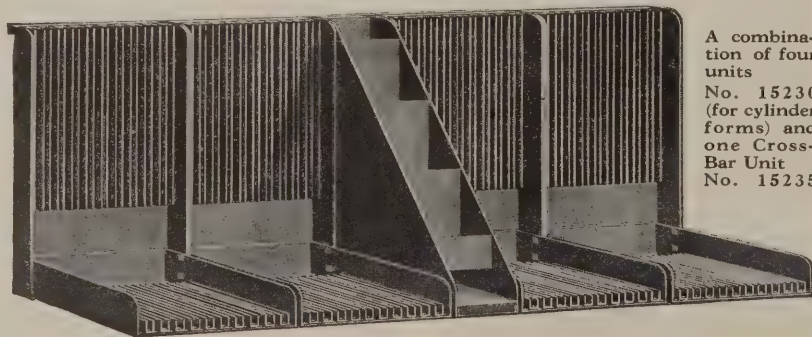
The space between the channels is also wide enough to accommodate a chase, empty, which means that although the maximum capacity of each unit for form in chase is 10, the capacity of each unit for empty chases is 20.

Units are all of uniform height and may be added to any time to accommodate additional chase equipment. The bottom being of steel, it is not necessary to lift a chase more than $\frac{1}{4}$ inch in entering.

No. 15230 — Accommodates 10 cylinder press forms in chases, or 20 empty chases, any size. Height, 30 in.; width, 19 in.; depth, 25 in.

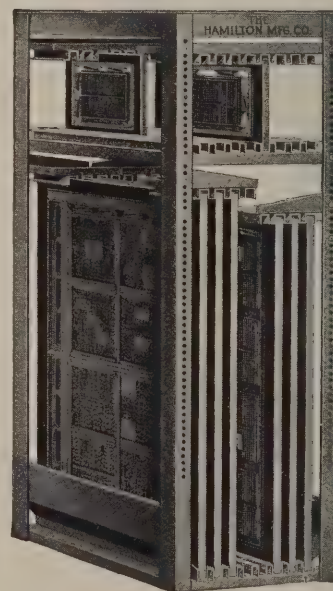
No. 15235 — The four compartments are graduated in depth to accommodate bars of various lengths. Dimensions: 8 in. wide, 30 in. high, 25 in. deep.

No. 15240 — Capacity 10 forms or 20 empty chases on each shelf; the maximum size chase the lower shelf will accommodate is 19 $\frac{3}{4}$ in. high. Height, 30 in.; width 19 in.; depth, 25 in.



A combination of four units

No. 15230
(for cylinder forms) and
one Cross-Bar Unit
No. 15235



No. 15244

This Adjustable Chase Rack consists of the outside frame and platforms as shown. All platforms (except one at bottom) are adjustable, therefore the Rack will accommodate cylinder chases to maximum inside height of Rack (57 in.) or a combination of job or job and cylinder chases of varying sizes, depending on requirements of office and limited only to capacity of Rack. Dimensions, overall, 20 x 36 x 63 in.

No. 15244-A — Platform at bottom — not adjustable.

No. 15244-B — Full-length top guide.

No. 15244-C — Center Guide with 8 grooves on each side; adjustable.

No. 15244-D — Half-length Top Guides; made right and left; specify which is wanted. Adjustable.

Illustration shows the Rack with two Top Guides (15244-B), two each right and left hand half-length Top Guides (15244-D) and one 15244-A, Platform.

The HAMILTON MANUFACTURING COMPANY

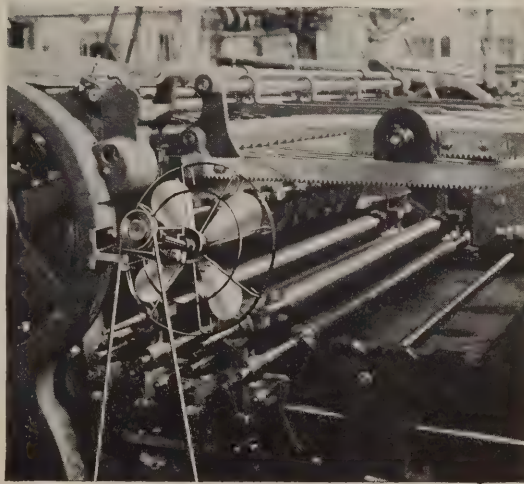
Eastern House: RAHWAY, N. J.

TWO RIVERS, WISCONSIN

HAMILTON GOODS ARE FOR SALE BY PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE

Rouse Roller Fan

A simple, efficient device that clamps onto the main gear-guard of a press and enables you to maintain your usual quality and output, keep your promises, avoid extra roller bills, make your usual profit and save yourself and men endless worry—all for less than you pay for a set of rollers.



One day of hot weather costs more in damaged rollers and lost time on presses than entire cost of Rouse Fans.

Made for
Miehle, Babcock
Optimus and
Premier Presses

Prices from
\$25.00 to \$60.00

You'll have roller troubles again this summer—unless you equip your presses with Roller Cooling Fans. Why wait until your presses slow down and stop? *Why wait until the hot weather comes?* Place your order now and you can maintain your presses at normal speed, deliver your work on time, please your customers—and *escape the roller troubles of last summer.*

The Rouse Rotary Miterer and Rouse Paper Lift

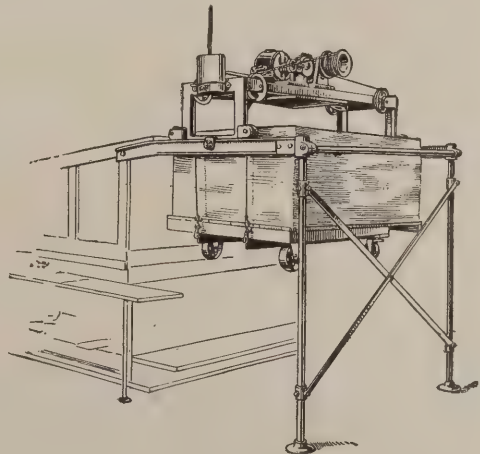
The Rouse Rotary Miterer (illustrated at the left) is used by many of the best newspapers, trade composition plants and in fine composing rooms everywhere.



Rouse Rotary Miterer

A Few Users of Rouse Paper Lifts:

Globe Litho Company
Oberly & Newell
Rogers & Company
Williams Printing Company
A. H. Pugh Printing Company
Magill-Weinsheimer Company
Mercantile Printing Company
Toby Rubovits
Henry O. Shepard Company
Sleepeck-Helman Printing Co.
The Wallace Press
G. B. Williams Company
Woman's World Magazine Co.
Wagner & Hanson Company
Walton & Spencer Company
Wells & Company

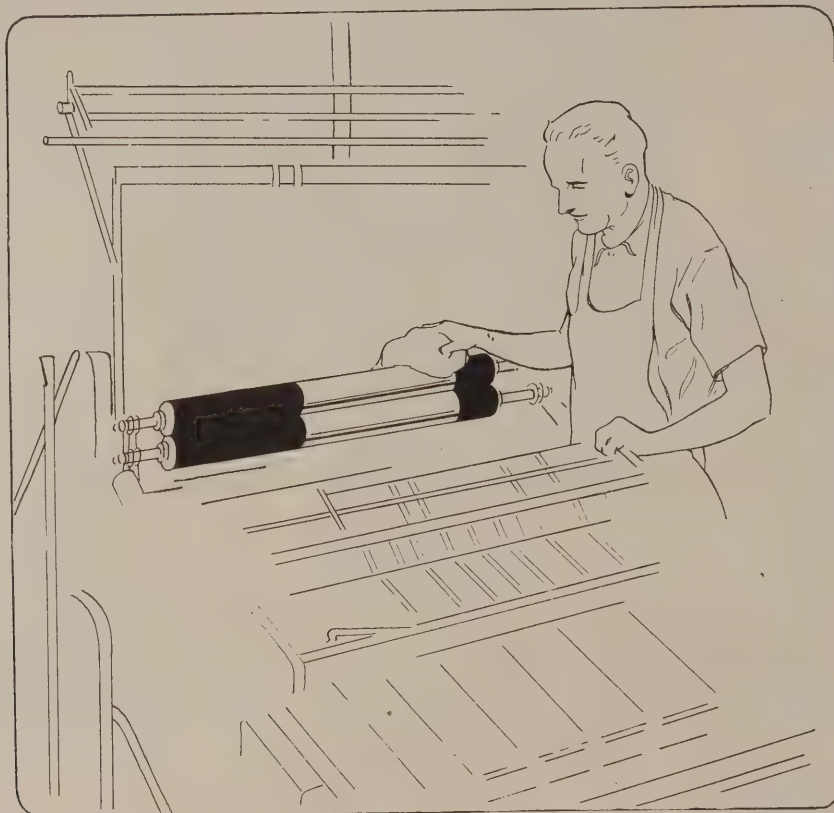


Style "C" Rouse Paper Lift

H. B. ROUSE & CO.
2214-16 WARD ST., CHICAGO

IN CANADA: ROUSE HEAVY PRODUCTS SOLD EXCLUSIVELY BY TORONTO TYPE FOUNDRY COMPANY, Ltd.

To the devil—himself



Remember that first day in the print shop—before you had learned the deceit of which human nature is capable — and your luckless search for a left-handed monkey-wrench? Remember the laughs?

Sure — a printer's devil has no bed of roses. But occasionally there bobs up something which makes work go along like a breeze.

Take Phenoid. A few years ago a devil's toughest job was washing up fountains, plates, and type. The old benzine worked over-time.

But now-a-days an absolutely clean, spic-and-span job is not a case of muscle. Just a few quick swipes and Phenoid leaves fountains, plates—and everything—clean and bright.

No greasy mess. No trouble when changing color. Black now changes to yellow with never a trace of sickly green. Phenoid saves 2 to 4 wash-ups.

Take a tip from one who knows — stick to Phenoid and Phenoid will never stick to a plate.

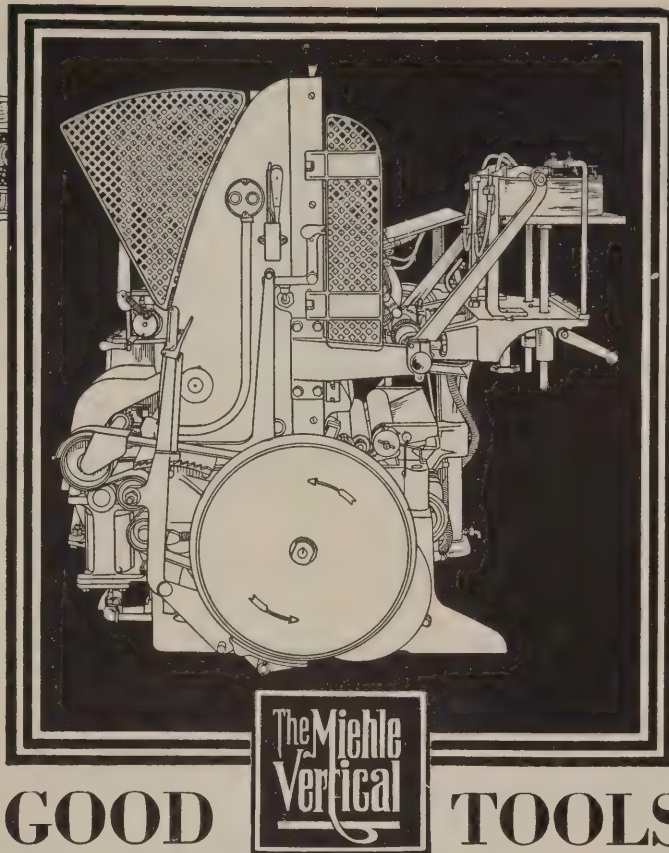
PHENOID TRADE MARK **INSTANTANEOUS** **TYPE CLEANER**

CHALMERS CHEMICAL COMPANY

Specialists in solvents and detergents for over 20 years
123 Chestnut Street Newark, N.J.

TRY—at our risk

Here's a fair offer. Send for a quart can of Phenoid. Use it up. If you like it, pay us. If not—send back the bill. Just pin this offer to your letterhead and mail today.



GOOD TOOLS

IT is folly to minimize the importance of good tools. The able workman desires none but the very best.

He will invariably choose the tool that calls for the smallest amount of physical labor in order to give the greatest possible scope to his creative ability.

The Miehle Vertical is the finest, most economical tool that has ever been offered to the job printer. It is a labor-saver extraordinary. The quality of the work it turns out is high.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

MIEHLE PRINTING PRESS & MFG. CO.

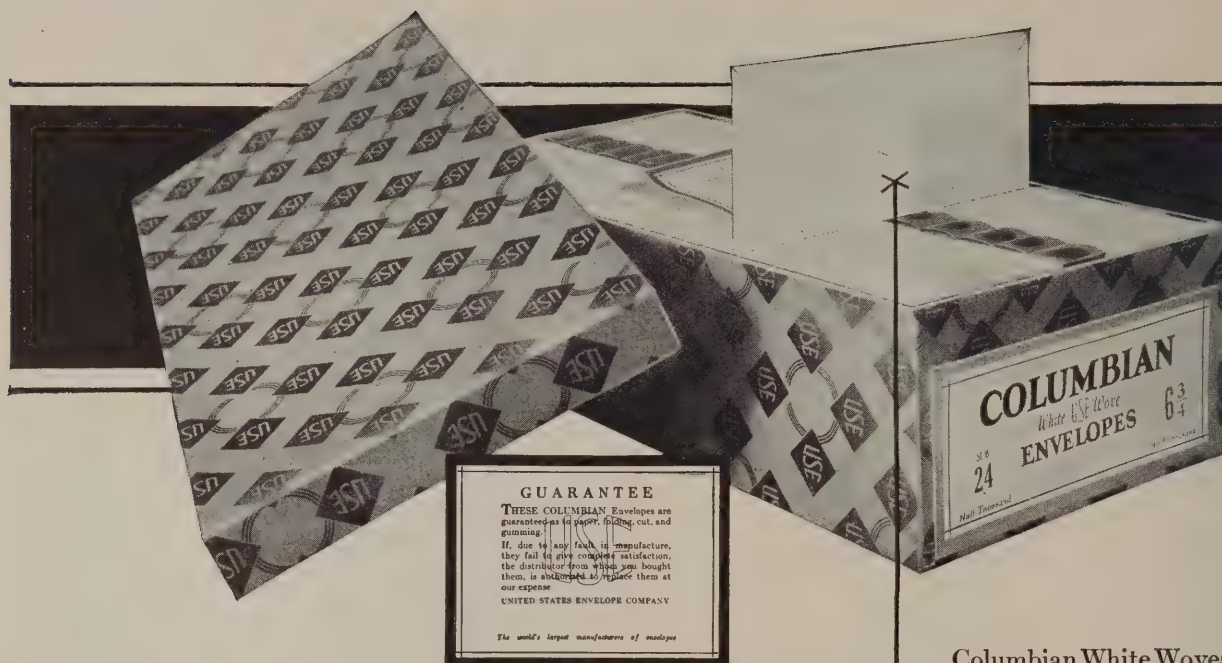
Principal Office: Fourteenth & Robey Streets, Chicago

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Bldg.
NEW YORK, N. Y., 2610 Woolworth Bldg.
PHILADELPHIA, PA., 1015 Chestnut Street

BOSTON, MASS., 176 Federal Street
DALLAS, TEX., 312 Central Bank Bldg.
SAN FRANCISCO, CAL., 693 Mission Street

ATLANTA, GA., Dodson Printers Supply Company
Distributors for Canada: Toronto Type Foundry Co., Ltd., Toronto, Canada



A box that talks to your customer's eye

AS the drum major stands out in a parade, so the new Columbian White Wove Box stands out on the printer's shelf.

When the customer's eye roams over your stock, it can't help resting on this striking box—a sure reminder of good envelopes.

When your customer wants to re-order, this unusual label recalls the name—Columbian White Wove.

When Columbian White Woves are removed from the box or separated from the banded package, they don't become orphans. The United States Envelope watermark tells the buyer that *this* is the *known* envelope that he can always depend on.

Printers everywhere have welcomed the Columbian White Wove as the standardized commercial envelope, good enough for the customer who is fussy or particular—low-priced enough for the fellow whose hobby is close buying.

The Columbian White Wove gives what your customer wants in a practical, everyday envelope. Paper of an excellent writing, typing and printing surface; gum that sticks when moistened (and not before).

Whether you buy them in Portland, Maine, or Portland, Oregon, or anywhere in between, you can rest assured that their quality will be uniform.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

Springfield, Mass.

Location	Division
Worcester, Mass.	Logan, Swift & Brigham Envelope Co.
Rockville, Conn.	White, Corbin & Co.
Hartford, Conn.	Plimpton Manufacturing Co.
Springfield, Mass.	Morgan Envelope Co.
Waukegan, Ill.	National Envelope Co.

Location	Division
Springfield, Mass.	P. P. Kellogg & Co.
Worcester, Mass.	Whitcomb Envelope Co.
Worcester, Mass.	W. H. Hill Envelope Co.
Indianapolis, Ind.	Central States Env. Co.
San Francisco, Cal.	Pacific Coast Envelope Co.
Philadelphia, Pa.	The Monarch Envelope Co.

Columbian White Woves are full high-cut, from high-grade white wove stock, surfaced to take a clear impression from type, line or wood engravings, and electrotypes.

Columbian White Woves are put up in substantial, attractively printed, dust-proof and soil-proof boxes—packages that impress the buyer and are easily remembered.

A guarantee enclosed in every box, states clearly that, if due to any fault in manufacture, these envelopes fail to give complete satisfaction, the distributor is authorized to exchange them.

Columbian White Woves are made in a full range of commercial sizes, from No. 5 to 14 and Monarch.

Columbian White Woves are made especially to be sold through printers. They are stocked in a full range of sizes, by paper merchants everywhere.

The Columbian White Wove does not lose its identity, even when removed from the box it came in. The USE watermark identifies it

USE



Your Metal Supply

Type metals are an alloy of lead, tin, and antimony — the proportion of each depending upon the use to which the metal is put. Experience and scientific determinations have proven that type metals, in the course of constant use in casting machines and remelting furnaces, lose portions of each of the metals constituting the alloy. This we call "deterioration" — that is, the formula is not in proper proportions or balance to give the best results.

And Common Sense

In restoring to proper formula type metal which is out of balance, what is the best course to follow?

There is but one answer to that question: *Analyze the metal supply itself*, determine its true condition, and then put it in shape to cast slugs, type or plates with a clear and sharp printing face.

This is just what "Wilke's" Type Metal Insurance Plan does. It is your protection against the deterioration of your metal supply through use, abuse or lack of knowledge. It is *common sense* applied to your metal problems.

We want to tell you about this plan, how we apply it in your plant, what it means to you — and how you reap the dividends without paying any premiums.

Just drop us a line and say: "We want to know more about 'Wilke's' Type Metal Insurance Plan." We'll be glad to tell you all about it. It is applicable to your slug-casting, type-casting and stereotype metals. This plan will save you money.

*Quick Delivery Is a Feature
of "Wilke's" Metal Service*

METALS REFINING COMPANY

HAMMOND, INDIANA

Warehouses in All Leading Cities

WHEN YOU THINK OF METAL THINK OF "WILKE'S"

*I keep six honest serving men;
They taught me all I knew,
Their names are What and Why and When
And How and Where and Who*

—KIPLING.

Put these Six Serving Men to Work for YOU!

*If you sell agency service, space, novelties, art or
any other form of advertising you want to know:*

What Agency handles the advertising, if any?
Forms of advertising are used?

Why Should one advertiser be a "prospect" and another only a "suspect"?
Hasn't my firm solicited this account or been considered?

When Is appropriation or budget made up? Men are traveling how are prospects arranged geographically?

How Is the advertising placed—through agency or direct? Can I reach all my prospects the quickest?

Where Is the advertiser located?
Is the agency located?

Who Has the authority to make decision and sign on dotted line?
Has resigned and who is the newly appointed executive?

*To go after your logical customers intelligently, save time, temper and
tribulations, eliminate lost effort and wasted expenditure—subscribe to the:*

1925 Standard Register Service

(Register Issued Annually in April)

1 THE STANDARD ADVERTISING REGISTER (known nationally as the "Red Book") lists over 7500 national advertisers. Cloth bound; over 750 pages, 6x10; contains all answers to the questions listed above and just the information you will require to increase your sales.

2 THE SUPPLEMENTS, averaging about 100 pages, issued monthly, keep the Register right up - to - the - minute. Changes in personnel both advertiser and agency, new advertisers and other valuable information make it *the* most authentic record in the advertising field.

3 THE AGENCY LIST, 400 pages, issued three times per year, lists approximately 1500 agencies with information as to personnel, recognition and the accounts controlled.

4 THE GEOGRAPHICAL INDEX. This book lists more than 7500 national advertisers, arranged geographically by states and cities. Invaluable for the salesmen or for sectional work by salesmen or mailing.

5 SPECIAL BULLETINS. Issued as frequently as each week. Minimum 40 a year, gives latest information available as to campaigns planned, lists being made up, changes in personnel, new advertisers, etc. Bridge the gap between the monthly issues of the supplements.

6 SERVICE BUREAU. This Bureau is conducted for the convenience of subscribers and furnishes complete information and hair trigger facts by mail or telegraph.

Complete Service, Including all the above features, \$75 a year

National Register Publishing Co., Inc.

R. W. FERREL, Mgr.

15 Moore Street

New York City

NATIONAL PRINTER-JOURNALIST

Copyrighted

Established 1883 as The Printer and Publisher.

Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.

JOHN L. MEYER

Managing Editor

Associated Staff

GEO. A. JUST, C. H. DuCLOE

F. HILLERMAN

H. J. LARKIN, E. C. KRATSCH

A. L. WARNER

H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager

Branch Offices in Leading Cities:

CHICAGO—L. M. Carroll, 743 Webster Bldg.
NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg.
ST. LOUIS—A. Schulenburg, 509 Security Bldg.
PACIFIC TERRITORY REPRESENTATIVE
Coast Pub. Co., 756 So. Broadway
Los Angeles, Calif.

SUBSCRIPTION RATES:

In the United States, Canada,
Mexico and Cuba, \$2.00 per year
Foreign Subscriptions:
\$3.00 per year

Single Copies - - - 25 cents

Advertising Rates on
Application

Volume 43

Milwaukee, Wis., May, 1925

No. 5

GET ADVERTISING of CO-OPERATIVES

Minnesota Association is On the Job

*Publishers ACT and
Find It Is Not
"Impossible"*

THE Minnesota Editorial Association realizes the possibilities to be gained from a closer relationship between the association and the Farm Bureau, and especially in regard to securing co-operative advertising. So do other associations. But the Minnesota publishers have acted on the possibilities. To this end a committee has been appointed by President H. Z. Mitchell of Bemidji. It has already secured good results. This committee consists of:

- J. HAROLD CURTIS, St. James Plaindealer, Chairman;
- P. E. AVERY, Hutchinson, Leader;
- C. L. FRANKS, St. Charles, Inter-County Press;
- E. M. LAWLESS, St. Paul, Pioneer-Press;
- C. F. COLLISON, Minneapolis, Tribune;
- RUDOLPH LEE, Long Prairie, Leader;
- J. W. WHITNEY, Marshall, News-Messenger;
- W. H. HASSING, Carlton, County Vidette;
- GEORGE W. CHRISTIE, Red Lake Falls, Gazette;
- T. J. JUNKIN, Buffalo, Journal.

THE chairman of this committee addressed the annual meeting of the Minnesota Co-operative Association in



J. HAROLD CURTIS

St. James (Minn.) Plaindealer; Chairman, Minnesota Editorial Association Committee on Advertising of Co-operatives

St. Paul in March. This session was attended by 600 buttermakers and managers of the local co-operative creameries of this state. The chairman also spoke at the annual meeting of the Minnesota Co-operative Egg and Poultry Exchange.

(CONCLUDED ON PAGE 15)

Press Agent Work Turned to Revenue

*St. James Weekly Is
Increasing Number
of Accounts*

By J. HAROLD CURTIS

CO-OPERATIVE Local Advertising is a field which has as yet been little worked by the newspapers of this Country. Yet, it is one of the greatest business possibilities now open to newspaper publishers. With a little cultivation this avenue will yield a handsome return.

Business is being applied to the vocation of farming, and the farmer of today is waking up to the modern methods of the commercial world. Each farmer has an investment of from \$10,000 to \$50,000, as much as the ordinary merchant in many of our smaller communities. He is organizing with his neighbor in various phases of commercial enterprises, such as the co-operative creamery movement, which is now successful in Minnesota and many of our middle western states. One of the newest of these co-operative ventures is the egg and poultry marketing. There is the livestock shipping and the co-operative wool marketing.

These various organizations have units in nearly every community. The co-operative creameries of Minnesota are recognized organizations with a business standing. The livestock shipping

(CONCLUDED ON NEXT PAGE)

Sales Talk to Farmers and Co-Op. Chiefs

*This Is a Ripe Time
of the Year to Start
the Ball A'rolling*



organizations are doing an annual business of from \$100,000 to \$500,000 and many of them a \$1,000,000. The egg and poultry units will do a business nearly as large during 1925.

IT is the most progressive of the farmers which are forming the directorates of these organizations. They are the farmers who are searching the business world for modern methods of doing business. They are employing high salaried managers to market their products throughout the country.

Back in their local communities the farmer co-operative organizations are looking to the newspapers to assist them in solving their problems and to advance their business. They have been sending to the newspaper editors stories of their progress, inviting the editors to attend their meetings and to see their creameries or their egg receiving units, and then tell the people of the community about them through the news columns of the local papers. The state organizations of these co-operative associations go even further and hire publicity agents, many of them at high salaries to write the news of their organization, and mix with it a great deal of propaganda and other material, considerable of which properly belongs in the advertising columns. The newspapers have printed much of this material.

Just now is the time for the newspaper editors of this county to come to themselves and turn a great share of this free space publicity of propaganda and advertising material to the proper advertising columns of their papers. They have been patient in giving valuable space in their news columns. Now is the time for them to go to these co-operative organizations and sell them advertising space.

IT is surprising how easy it is to convince managers and boards of directors of co-operative organizations that they have a message which should be broadcasted through the regular advertising columns of the newspapers. The co-operative organizations are business organizations.

When a publisher tells them that advertising space has been found by modern business organizations as the cheapest, the most practical, and productive of the greatest return of any form for business promotion, these farmers just scratch their heads and agree that what

Mr. Curtis Told Them : : : :

*(Excerpts From an Address Which
Lined Up the Minnesota Co-operative Creameries Association)*

THE country editors of this state are good newspaper men. They know when they are publishing strictly news stories, and when they are printing material which is merely propaganda. They also know when they are using stories which should be confined solely to the advertising columns of their papers. But you have found that your stories are published pretty generally whether they are strictly news, propaganda, or matter which is advertising your co-operative movement.

DURING 1924, The Plaindealer has given \$300 worth of space to the co-operative cause in Minnesota. This is typical of what other newspapers are doing.

WE must also consider the business The Plaindealer (and other papers) have lost as the result of this boosting. One of the local produce buyers regularly carried a \$2 or \$4 ad in each issue. About a year ago he stopped this. So we can strike about \$150 from our income.

SOME USES OF ADVERTISING

GETTING right down to solid facts: Why should the co-operative creameries of Minnesota use the advertising columns of the Minnesota newspapers and what should they advertise in them?

FIRST: Not more than 50 per cent of the farmers in some localities are members of the co-operative creameries. As long as there are farmers who are not members of your organization you should make every possible effort to induce them to join.

SECOND: You might profitably use advertising space in the country newspapers for educational purposes. This could be for your own members and prospective members. This type of advertising might include better methods and care, disease prevention, why sweet cream should be delivered and how best to handle it, etc.

THIRD: In your advertising matter in Minnesota newspapers you might tell the story of co-operation, and its benefits. Here you might state the prices you have been paying for butterfat, what has been received for butter, the profits your members have gained over those selling to cream stations, and lists of cream checks paid out during a single month or longer period.

THESE are merely suggestions. You who are familiar with the co-operative creamery business and the marketing of co-operative products know better than I do what you should use in the advertising column. I am only here to start you thinking along the right lines.

the great business organizations of the country have found successful, should be successful to them also.

THE St. James Plaindealer has found that one of its greatest future possibilities for increasing the advertising revenue of the paper, is to work up co-operative advertising. The Watonwan Co-operative Egg and Poultry Marketing Association was organized at St. James last spring. This is a unit of the Minnesota Co-operative Egg and Poultry Exchange. The local unit was canvassed for advertising last fall, the same as any other business institution of St. James. The officers were sold on the value of newspaper advertising and a campaign was started in December. Five months later finds the local unit still using a regular space in the Plaindealer. It has been definitely proven to the satisfaction of the board of directors that the advertising is bringing definite results in the securing of new members, in an increase on quality of eggs brought in, in an increased sale of chick feeds handled by the association for its members, and a general growth in the business.

During the winter and early spring a membership drive was instituted. Because of the fact that the farmers quite generally throughout the territory now know what the local unit stands for and what it has done, they have been ready to sign up when the solicitors have come around. The local association has grown from a membership of about 600 to 1013, and many of these new members came from territory covered in advance by newspaper advertising.

THE Plaindealer has turned its attention to securing advertising from the co-operative creamery units in its territory, of which there are four. These four joined to publish an \$8 advertisement sent out by the Minnesota Co-operative Creameries Association, giving a synopsis of the year's business of the state association. A series of two ads was next received from this state association, with the promise that more will follow. These have been sold to the same group of creameries.

The livestock shipping associations are being solicited and plans are being worked out with the three associations within the territory of the Plaindealer, to carry a regular schedule of advertising. The Plaindealer will increase its advertising revenue several hundreds of dollars during 1925 by the advertising it receives from co-operative organizations.

This is a field open quite generally to editors especially in the northwest, which will yield a profitable return if it is properly worked.



PRESIDENT COOLIDGE: "A hen sits or sets. That isn't important. But when a hen cackles, it is important to know whether she is laying or lying." BRISBANE: "That applies to politicians and editors as well as to hens."

Price For Quality

The State Exchange has made a million dollar sale of eggs to the chain stores, more than 300 cars.

We can get the market when we deliver quality.

Our eggs now bring one-half cent premium over California eggs. Eight months ago these same eggs were bringing 6 to 8 cents under California eggs.

This should prove that your cooperative association is a success.

Our association will do for the poultrymen just what the creamery has done for the dairymen. Everyone interested in the community should boost for it.

Prices paid on checks mailed March 5—Extra firsts, 35 cents; firsts, 30 cents; undergrades, 25 cents.

A car of alfalfa will be here next week. Is your order in?

**Watonwan Co-operative
Egg & Poultry Association**

Seed -- Feed

If you are going to sow Grimm alfalfa, use only certified seed. We have this at 42 cents per pound.

If you want egg production feed an egg mash and other egg laying feeds.

We have a supply of meat scraps, egg mash, charcoal, oystershells and tankage. These are priced to move.

Our supply of chick feeds will arrive in a few days. Get in your orders.

If enough orders are received for semi-solid buttermilk a car will be ordered. See us about this now.

**Watonwan
Egg & Poultry Assoc'n**
St. James, Minn.

Join With Us for Bigger Profit

Our members received 50 cents a dozen for No. 1 eggs delivered between Jan. 1 and 15. This was 8 cents more than the average local prices paid in this state. Do you not realize that already the Cooperative Egg & Poultry Association is setting the price for eggs? Join now and be a booster.

If you do not believe in grading eggs, you admit that you desire to sell poor eggs. Our membership has doubled since we started operation.

In the last nine months we have sold cooperatively 236,000 dozen eggs and shipped 160,000 pounds of poultry.

The more business you give us, the less will be the cost.

**Watonwan Co-operative
Egg & Poultry Association**

A FEW OF THE CO-OPERATIVES' ADVERTISEMENTS IN THE ST. JAMES (MINN.) WEEKLY PLAINDEALER

(These Were Each Two Columns Wide and Five or More Inches Deep)

(FROM COL. 2, PAGE 13)

As a result of these talks, the Co-operative Creamery Association began at once to plan a campaign of advertising in the various local newspapers and paid for by the local co-operative creameries. The first of these ads told of the annual business of the state association and what the association is doing. Two more ads were received in April. The copy for these advertisements is sent to the creameries and to the newspapers. *The publisher sells the space to the creameries*, three or four creameries in the territory of the paper quite often going together in paying.

The Minnesota Co-operative Egg and Poultry Exchange passed a resolution affirming belief in the value of such newspaper advertising and urging the local units of the state exchange to use the advertising columns of their local papers to promote their business. As a result of this action many of the local units in Minnesota are using advertising space in their local papers.

The Watonwan County unit began an advertising campaign last December, which is still in operation in the St. James Plaindealer. Ads have also been sent to other newspapers in the territory served by this association. *A membership drive was conducted in the early spring which boosted the patrons of the association from about 600 to 1013.* The publicity the association carried on through the advertising columns was a valuable aid in getting the new members.

ANOTHER phase of the work of this committee of the Minnesota Editorial Association is to have a representative at county and district meetings of the Farm Bureau, county agents and the various co-operative organizations.

EDITOR'S NOTE—Mr. Curtis furnished all the data and also prepared an article about his individual experiences for this valuable and instructive feature, at the request of "NPJ." Magazines have been working up national co-operative advertising campaigns in lumber, cement and several other fields. Newspapers have not been able to get together, to any extent, to do this. They have seldom used their local opportunities. Here is a group of publishers, confined to one state, (and with a live-wire "country editor" as a way-shower), which has "accomplished the impossible." It started with the possibilities that exist today in practically every section of America for community newspapers; namely, dairy, poultry, live-stock and similar fields.

For example, the committee chairman attended a district conference of county agents at Mankato, Minn., April 28, and gave a twenty minute talk on "What the Local Editor Wants and Does Not Want From the County Agents." As the newspaper men and the county agents better understand each other, each will be able to more efficiently serve in the building of community spirit and share in the added prosperity which follows.

The members of this committee have been appointed from each congressional district of the state and are available for talks at district and county meetings held in any section of the state.

The Minnesota Farm Bureau realizes the importance of the newspapers in promoting its work, and from time to time have expressed appreciation to the newspapers for their liberal co-operation in the use of the news columns of their papers for Farm Bureau news. The Farm Bureau is willingly behind the

Editorial Association in this new venture.

"This is a field which has been but little stressed, but one which offers great possibility in a financial way to the newspaper men of the state and nation," said Mr. Curtis.

◆ ◆ ◆

KNOW "SWEENEY" AND TELL CUSTOMERS ABOUT HIM

ANALYZING recent city newspaper promotional matter entitled "Sweeney," heralded as the typical subscriber who makes for quality circulation, Prof. Andrew W. Hopkins of Wisconsin University Agricultural department, says in a press bulletin: "Sweeney is more than the average citizen. He is not confined to the city. It is Sweeney who has put the term 'quality' into the circulation of the *country weekly*. This is the man with whom the publisher should have more than a passing acquaintance. Whenever he goes after business, the more he knows about Sweeney and the more he can tell his prospect about Sweeney, the more chances he has for landing an order. Once the contract is taken, other business will be sent in more often, provided the editor always remembers Sweeney."

LARGE OPPORTUNITIES IN SMALL-CITY NEWSPAPERS

IBELIEVE those who have had the breadth of editorial experience will agree with me that it is better to be a Babe Ruth in a newspaper bush league than a rookie in journalistic New York," said Verne E. Joy, publisher of the Centralia (Ill.) *Sentinel*, in a talk before students of the Medill School of Journalism of Northwestern University.

Stands Pat and Collects \$3,000 of \$3,200 Back Subscriptions of 100-Year Weekly

*Twenty-Four-Year-Old Purchaser of New Jersey Plant,
Backed by Experience of Uncle, Uses Strategy-Plans*

By DIRK P. DEYOUNG

WHEN Moreau & Moreau purchased the Flemington (N. J.) *Hunterdon County Democrat* from the estate of Anthony Killgore, an antiquated subscription list of 2,600 names—among other things which may be expected to go with a country newspaper nearly 100 years old—was handed over to them. Half of this list represented subscribers in arrears, complimentary, and others of uncertain standing, owing the paper all told \$3200.

Some of the readers had received the *Democrat* for fifty years without paying therefor.

The *Democrat* had been in the Killgore family 47 years. Anthony Killgore, editor and proprietor from the late nineties until his death in 1922, succeeded his father, the late Robert Killgore. The paper celebrated its 100th birthday March 24, 1925. In its earliest years it was the *Hunterdon Gazette*.

The Moreau partnership now owning the *Democrat*, consists of Alex L. Moreau, editor and owner of the Freehold (N. J.) *Transcript*, and his nephew, Daniel Howard Moreau, who became the editor and manager of the *Hunterdon* newspaper at the age of 24. The elder Moreau built up the *Transcript*

during thirty-seven years from a circulation of zero to 5,000 paid-in-advance, with less than a bakers' dozen on the complimentary list, and is said to have one of the very largest and most successful country weeklies in the United States.

Opening Shot in Moreau's Plan

TEXT OF PRINTED LETTER
SENT WITH ORDINARY
STUB-BOOK "SUB" SLIP

AS one of the long time readers of the *Democrat* we hope that you have noticed some improvements in your favorite paper, or at least that you consider the former standard to have been maintained. We also hope that you will continue to be an appreciative reader. The enclosed bill is for the amount of your subscription. We would greatly appreciate it if you will give this matter your immediate attention.

Thirty years ago, when the *Transcript* was a struggling enterprise, Alex L. Moreau cleaned out the Augean stables of its unpaid circulation, adhering rigidly since to paid-in-advance subscriptions. Consequently, when this firm acquired the *Hunterdon* paper, the farmers of *Hunterdon* county, were obliged to pay for their "dead horses" and also "plunk down" a dollar and a half a year in advance, or they were dropped.

AS every publisher knows, getting "blood out of turnips" is nothing compared to such a task as making over 1,000 farmers pay for "dead horses," as young Moreau did. Collecting about \$3,000 of \$3,200 outstanding for unpaid subscriptions, where the checks turned in for arrears were often as high as \$23.50—back over 20 years—entitles him to have his name inscribed in a book of gold in the annals of newspaperdom.

The first thing he did was to take the dates off the register and set them on Linotype slugs for the mailing galleys, which had showed the address of each subscriber but not the expiration.

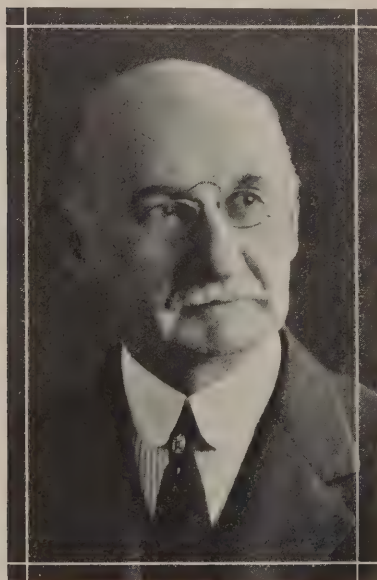
The next move was to send out bills. One subscriber would report that the former owner had given him the news-

paper; another would produce a receipt to show that he had paid but had not been credited; still another would come in and "ball out" the editor because he had not been billed before. A few were just unreasonable. A goodly proportion renewed for a year in advance.

It was an absorbing task! One set of bills were sent out, and when the returns fell off, another lot mailed. The first "dun" sent was a little pink bill such as is commonly used as a receipt form in the office. Accompanying it was a short and cordial letter. There also were perhaps 150 names marked complimentary. To them, within three weeks after the new owners took possession, a more lengthy printed letter, explaining the policy of the present publishers, was mailed with bill.

The pink bills brought in many responses. Letters to "complimentary readers" brought directions from some to "stop the paper," which was done forthwith; others sent checks. To the rest, a few more free copies, to show them that the publishers intended to get out a newspaper worth \$1.50—and charge for it—after which they were cut off. At this point Mr. Moreau said:

(CONTINUED ON PAGE 18)



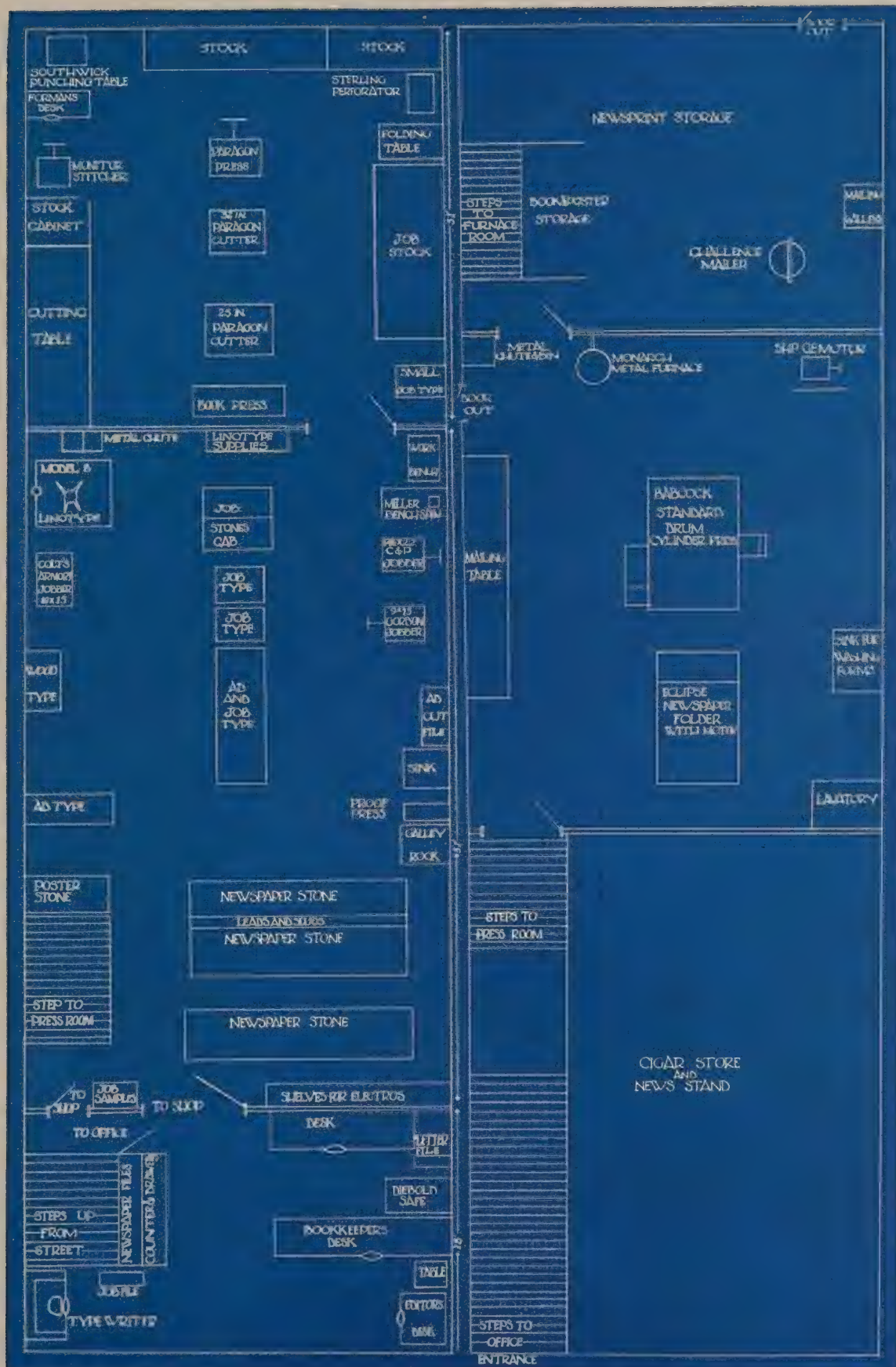
A. L. MOREAU

Chief of the Freehold (N. J.) *Transcript*, Who Joined Nephew in
Buying The Democrat



DAN H. MOREAU

Young Publisher Whose Campaign to
Collect \$3,200 Arrears Netted
Him \$3,000 Cash



LAYOUT OF THE HUNTERDON COUNTY DEMOCRAT, PUBLISHED BY MOREAU & MOREAU, AT FLEMINGTON, N. J.

Publishers, Be Not Afraid, Says Moreau

(CONTINUED FROM PAGE 16)



"The editor who is afraid to strike a subscriber's name off of his subscription list because he doesn't pay for his paper, had better stay out of the business. I believe that more publishers make jokes of themselves and of their newspapers by continuing the old pay-as-you-please subscription method, than by all their editorial shortcomings and mistakes.

"I have talked to many publishers who use the pay-as-you-please or pay-after-you-have-read plan. Many of them say, 'Oh well, my readers are all farmers. They don't get to town very often. I can't expect them to pay right on the dot. If I did, I would lose them.'

"Last summer I heard a certain western country editor tell in glowing terms about his newspaper, the number of subscribers, and the amount of advertising. He was represented as being way ahead of some of us in the East. Asked if he demanded that subscriptions be paid in advance, he admitted that he didn't, but employed a personal canvasser who got after the 'dead heads' every so often. We wanted to tell this brother editor that he was about 20 years behind the times. Hunterdon

Second Letter to the "Arrears"

REFERENCE to our subscription list shows that you are indebted to us for subscription to *The Democrat* to the amount of \$..... We have heretofore mailed you a bill showing the amount due us, but so far have had no response from you. If you know of any reason why this bill should not be paid, we will be glad to have such information from you; but will be better pleased if you send check for the amount due by return mail.

It is needless to say that we cannot afford to send the *Democrat* indefinitely without pay, and feel that in your case we have extended all the credit we can afford. If you desire to have the *Democrat* continue to come to your address please send check for the amount due, and \$1.50 additional for the coming year.

We are hoping that you will be able to co-operate with us in this matter and thus support us in our efforts to furnish the best possible local newspaper to the people of Hunterdon County.

Now: Cutting Off the Free List

PRINTED LETTER ON A
LETTERHEAD

ON June 22, 1922, we became the owners of the *Hunterdon County Democrat*, having purchased the newspaper property from the Estate of Anthony Killgore. Mr. Killgore had many friends and we presume you were numbered among them, as our circulation list shows that you were one of those who received each week a complimentary copy. Of course you could hardly expect us to continue this relation. Therefore, unless we hear from you we shall stop sending *The Democrat* after the issue of July 26, 1922.

Naturally we should be pleased to keep your name on our list, and will do so if you express the desire and send the cost of subscription, which is \$1.50 a year. This notice allows two weeks to make remittance in order that you may not miss any issues of the paper. If you desire a receipt enclose a stamped envelope. The continuance of your paper and the printing of the date of expiration thereon will, however, be adequate notice that your subscription has been received.

In the future we shall require that our subscribers pay in advance. This is the way the system works:

Each week, next to the printed address on your paper, will appear the date your subscription expires. This will serve as a constant reminder. In addition to this, in due time before the date of expiration, we shall send notice informing you of the fact. If we do not receive your remittance by the date of expiration we shall stop sending the paper. This system is used by most of the progressive and worth-while periodicals, and we believe you will grant that it works to the advantage of both the publisher and the subscriber.

Although the standard of *The Democrat* under the former management was unusually high, we are adopting some changes which we anticipate will make it still better. We hope that *The Democrat* will continue to have an interest for you, and that you will favor us with your subscription.

farmers are no exception, and yet the pay-in-advance system has been adopted and strictly adhered to by the *Democrat*, in a town of less than 3,000, with ten newspapers in the county of 31,000 people, and two competitors in Flemington where our plant is located."

A SECOND bill was sent with a nice note, when interest began to lag on the little pink ones. This one looked more like a bill as it was ruled with pink and blue lines. Along with this letter of a little stronger tone was mailed. Care

was taken to itemize the exact date for which the subscriber was owing, and account was taken of the fact that the subscription price was raised from \$1, which it had always been up to January 1, 1920, to \$1.50. In one or two localities (only), personal collectors were employed, at a commission of 10 per cent, who brought in a few hundred dollars.

While this "dunning" process went on the appearance of the paper was constantly improved, new machinery was being added from the profits. The size was increased from eight to twelve pages, the reading matter consisted of 38 columns as compared to only 24 under the previous management, advertising jumped from 32 to 46 columns; a whole page was devoted to editorial matter, departmentized.

Charles E. Moreau, now connected with the *Madison Eagle*, a son of Alex L. Moreau, assisted on the *Democrat* for a while. He started a column entitled *Cryptic Quips*. He wrote a book review each week of some new book in the Flemington library, heading this department "The Bookmark." The longer editorials were put under a department, and were confined largely to interpreting local news and events. The *Democrat* now devotes from six to seven columns weekly to live local editorials. It got second award for its editorial page among 70 weeklies on display at a New Jersey Annual Newspaper Exhibit at Rutgers University. The *Freehold Transcript*, of which the elder Moreau is editor, got first.

Door Opened to Former Subscribers

FROM a letter announcing the paid-in-advance policy to those who had been dropped. This first told of the business reasons for the policy, and the higher price adopted, and continued:

"It goes without saying that the publishers regret to part company with you as a subscriber and reader. Doubtless you have missed the weekly visits of *The Democrat* and have intended to become again a subscriber but for some reason have neglected to attend to this matter.

"Thinking that this might be the case we are offering you the opportunity of advancing your subscription into 1924 at the old rate of \$1.50 per year with the understanding that we will advance the date of expiration as many issues as you have missed since January 17th. This offer holds good only until April 1, 1924 and for subscriptions expiring in 1923 or previous to 1923.

"To make this absolutely clear: If your subscription expired September 1, 1923 we will, if you pay \$1.50, extend the date of expiration to September 1, 1924 and as many more weeks as copies you have missed."

Hunterdon County Democrat.

\$2.00 PER YEAR.

6 MONTHS \$1.00

Flemington, N. J., Nov. 26, 1924

THIS CARD IS A REMINDER

that your subscription to the **Hunterdon County Democrat** will expire Dec. 11, 1924 and it is sent in the hope that you will enclose the card with a two dollar bill or a check or money order for \$2.00 for a renewal for a year, and mail at once to the Hunterdon County Democrat office.

AND WE TAKE THIS OPPORTUNITY

to thank you for your former patronage. We have enjoyed the work of publishing The Democrat and hope that its weekly visits have been a source of pleasure and profit to you. We shall try in the future as in the past to make the paper fully worth the price charged for it.

Sincerely yours,

MOREAU & MOREAU

POSTCARDS TO GET RENEWALS FROM "PRE-PAIDS"

This Is Sent on the First of the Month During Which a Subscription Is Expiring to Names in Good Standing

DURING 1923, the aforementioned bills and "dun-letters" having failed to bring in checks from all delinquent subscribers, another plan was evolved, coupled with the announcement that on January 1, 1924, the subscription price of the Democrat would be raised to \$2 a year. This move was designed to bring in more revenue from the newspaper and also more back subscription money. Every subscriber, including those in arrears, was given the privilege of renewing into 1925 at the old rate of \$1.50. Before the Christmas holidays subscription blanks were sent out and advertisements then reminded readers of the offer. No subscriptions expiring after January 1, 1925, were accepted at the lower rate.

Late in November, 1923, with the announcement of the advance in the price, another form letter was drawn up, printed on a slip, and attached to another bill on a regular billhead. These slips were of three denominations. One went to those who owed large amounts and had paid no attention to the bills. It carried the promise of legal action. Another went to those who owed less than \$8, or more than \$1.50. A third form went to those whose subscriptions were only a few months in arrears. These little slips were fully as effective as the big letters, especially when attached to the bill forms.

There were kicks and complaints all along the line. Adjustments were made where the subscriber appeared to be reliable and honest. None who made a decent explanation was pressed.

January, 1924, rolled round and the subscription price of the Democrat went up to \$2, where it remained. Some

came in January 2 and wanted the paper at the old rate. *They were refused.* Some went off in bad humor. But they came back again, most of them.

HAVING got most of the old subscription accounts collected, with 2,000 of the 2,600 formerly on the list paid in advance, Mr. Moreau thought it the crucial time to make an announcement that no paper would be sent to anyone after January 17 who had not paid in advance. That announcement was printed on the front page of the Democrat in bold-faced type. A letter was also sent out to the same effect to all in arrears, while an editorial explained why it was being done. In the latter, good business reasons were given, such as higher costs and the improved appearance of the paper, at the same time citing the Freehold Transcript which had adopted this policy thirty years ago.

Thus on the week of January 24, 1924, after a year and a half of coaxing and "dunning" only 2,000 copies of the Democrat were sent out instead of 2,600 as before.

It was like throwing a good-sized stone into a placid lake, when 600 people failed to get their favorite paper—a journal which in some cases had been coming to the family for nearly 100 years. They knew that the publisher meant business.

By March 1, 1924, the paper had collected from 200 more of these "dead ones." By midsummer another hundred straggled in, while at this writing all but a very few have "come across," within the money for their "dead horses." About \$3,000 of the \$3,200 of arrears has been collected.

BEST CUSTOMERS OF PRINTERS IN HOME CITY

A. L. LEWIS, Chairman U. T. A. Marketing Committee—"In the effort to increase your volume of printing sales concentrate on your present customers and develop your local market. Eighty per cent of printing is bought locally—for quicker delivery, for absence of transportation expense, convenience of contact, the desire to support local industry. Every printer should study his equipment and develop a market to suit that equipment. First orders are not always profitable. Produce for repeat business. Talk less of yourself and ask more questions. There isn't a real business in America which couldn't profitably use more printing."

Paragraphs From Follow-Ups

WHICH COLLECTED GOODLY SUMS FOR MOREAU & MOREAU

WE have sent you several statements, none of which has brought response. Honestly, do you feel you have been quite fair with us to have permitted this small obligation to go so long that we must consider disagreeable means for collecting it?

JUST what we were afraid might happen, must have happened. You looked on the calendar and thought, "Oh, I have plenty of time; that's a month away." Then you laid down that postcard and forgot it. We hope to receive your renewal before we have to take your name off the list next Thursday.

TAKE the copy of the Democrat you are receiving. Compare it with any other weekly you know of. Compare it in any department. Compare it with issues of former years.

SENDING bills is expensive for Sus—annoying to you. Therefore, to save expense and annoyance, we promise that this is the last statement of your indebtedness for this item we will send you. Hereafter you will deal directly with our attorney. (*This was sent to those owing over \$8, after other letters failed.*)

WE appreciate how easy it is to slip these small bills in your pocket, intending to stop in and settle when you come to town, or get a money order or make out a check. We know you will be glad to help save us further expense. (*From a slip, enclosed with bill.*)

Order blanks were enclosed with sample copies to both dropped subscribers and new prospects. New names were offered trial subscriptions at 50 cents for three months. Old names were treated as if it was only a matter of renewing, not as lapsed, and told firmly of the paid-in-advance policy. These plans were very effective.

Chief of Canadian Weeklies, Lorne A. Eedy, a "MPJ"

*Associations' Record Sets a Fast Pace
For All Publishers on This Continent*

By JOHN L. MEYER

LORNE A. EEDY is hereby installed in "NPJ Hall of Fame." He is named a "MPJ," *Master Printer-Journalist*. He publishes the Walkerton (Ontario) *Telescope*, weekly; is chief executive of the Canadian Weekly Newspapers Association. This association has done remarkable work, and Eedy has been around the fo'castle for a number of years, helping when not actually piloting. This is the association which actually made a trip to Europe. Eedy is all the time holding district meetings. They are well attended and talk to the purpose, and *get results*, as you will read below.

Eedy has specific ideas about community newspapers, including their job plants. He does not start anything with details. He always first forms a specific, definite idea. Then he works it out. Never too much, nor any extraneous detail; always one stone on top (not under) another, till the structure is finished. He does one thing at a time. He is a university graduate.

IT may have been Eedy: Once upon a time there was a newspaper publisher who needed a stenographer for his job department—more than a stenographer, but first of all a stenographer. He found a girl by using his want-ad column (his own); and now to make sure that she was right.

So he called her into the office and pulled out a pile of letters exactly nine inches deep, and made as if to start in—then stopped for a moment.

The new girl suddenly burst out: "All that today, now?"

"No," said the printer-journalist, "only the top one, now."

Watching the girl, he saw a smile of intelligence break over her features. A sense of understanding and relief pass over her. He knew she was all right.

THERE are no funny stories to tell about Eedy, but he can tell them as to others. In order to induct him properly into this department—intended to pay tribute to, and encourage constructive association work by individual publisher-printers, he ought to make a speech. What is an installation without a speech! We'll take some bits from an address in our files, that he once made on *The Country Newspaper*. It reveals his ideas and ideals:

"This term," he said, "was originally coined to indicate the weekly which

carried to isolated parts the news of the outside world. The character of the 'country newspaper' has changed completely. *Community Newspaper* or *Country Weekly* are expressions sometimes used, but the old appellation persists. We have 732 of them in Canada.

"Our old files prove that they had no rural delivery. The farming community and the townspeople depended for their news of the world on the country weekly. The editor was usually a strong political partisan. . . .

"With the influx of metropolitan dailies, there was more space for local news. *The publisher became more conscious of his immediate environment, its problems and their solutions.* The existence of towns as buying centers was challenged, for one thing.

"The country publisher *WHO SERVES HIS COMMUNITY* has a field which is his very own. It belongs to him exclusively and is untouched by outside competition. Metropolitan circulation bears little or no definite relation to his success or to the importance of his medium.



LORNE A. EEDY
Walkerton (Ont.) Telescope

♦ ♦ ♦
"The worth-while weekly newspaper publisher today feels that he has an assured future and an opportunity for service that challenges his best efforts.

CARTOONIST TAKES A
SQUINT AT EEDY



—Toronto Telegram

THE strength of the nation rests ultimately upon the home and the paper that touches the home most, and the paper that touches the home most is the little home paper. Are municipal matters of small importance compared to national affairs?

"The war years with their scarcity of labor. . . high labor became replaced with modern equipment. The result was improved newspapers with better appearance and larger volume of local matter. A new plant now costs about \$10,000 and a goodly number of our weeklies have equipment valued at two and three times that amount.

"Local advertisers demand better service and are paying higher rates. Many local merchants use weekly advertising feature service, and small stereo plants form part of the equipment of a number of country newspaper offices in this province. The volume of national advertising in the weekly, comparatively small, is growing. *The merchants' names are being linked up with the 'national' advertising.*

MR. EEDY has training in a university, in daily, weekly and trade paper work. (His father was a successful newspaper publisher and job printer.) He became owner of the *Telescope* in 1915. In 1910-13 he was auditor of the Canadian Press Association, since 1914 a director, from 1920 to 1922 chairman of the advertising committee, then second vice-president, and now president. Mr. and Mrs. Eedy are the happy parents of three children.

In his message to the association last November, Mr. Eedy said: "The one department in which, speaking generally, we have not reached a basis of cost-

plus a profit is in advertising rates. When we have finished putting advertising rates on an actual cost basis, most Canadian weekly publishers will then be on a fair selling basis all around."

Minimum job price lists based on actual costs plus a fair profit are in use in every district of Canada by the weeklies. About 85% have good editorial columns. The \$2 subscription rate is the standard, not \$1.50. These are a few accomplishments of the Canadian National (get that) Weekly Newspapers' Association.

"Commercial printing, the third department, has been put on a better basis through cost-finding information which has crystalized into minimum price-lists throughout Canada. The cost-finding education has been carried on through our national organization, the Canadian Weekly Newspapers Association," said Mr. Eedy, in telling about the Canadian Weeklies' work.

"Our national association has had a large part in putting the weekly newspaper business in Canada on a sound basis, through work in the publishers'

offices as well as through national and district conventions and annual trips.

"Some of the publishers of past generations got most of their education at the printers' case. All honor to the old-timers! We have come to the time when our ministers are not deemed qualified to preach without first spending seven years in college halls. How many ministers speak to a congregation of 2,000 3,000 4,000 every week? The average rural editor does. He holds a responsible place and should bring the best mental equipment possible."

CLOSING INSTALLMENT

IV. Advertising Your Newspaper in Your Own Newspaper To Increase Its Circulation, Advertising, Job Work

A NEW NATION-WIDE SYMPOSIUM, NEXT MONTH

Telling the Advertiser Circulation Facts; Using Your Columns to Sell Job Work

Who Reads the Paper? Is the Question; Printing Sold by Showing Needs for It

By CHESTER H. DUCLOE

From the Experiences of 200 Publishers

SIZE and character of circulation largely determine the amount of advertising carried. For this reason circulation figures are important in advertising promotion work. Comparative statistics have been published in the Sterling (Ill.) *Gazette* with good results. Almost every month that paper publishes page advertisements giving its average for the month. The last figure was advertised as "the largest paid circulation of any daily newspaper in Illinois among cities of like size." Coverage was indicated by percentages, showing that 96.3 per cent was within the cities of Sterling and Rock Falls and their trading districts, which took in a radius of 20 miles; 42.9 per cent was outside Sterling and Rock Falls but within an average radius of 20 miles; 3.7 per cent was country and mail subscriptions outside the 20 mile radius. The Mt. Vernon (Ill.) *Register-News* frequently publishes its most recent circulation figure, with the message, "The Register-News Has More Than Four Times as Many Paid Subscribers as Any Other Mt. Vernon Newspaper."

The numerical growth in circulation may be advertised effectively. The Cape Girardeau (Mo.) *Southeast Missourian* published a large ad giving a history of the paper's growth in circulation during the 20 years of its service, and announcing that it had attained a circulation of more than 7000 with that

issue. Tables giving the circulation figures year by year have been incorporated in promotional ads used by the Independence (Mo.) *Examiner* and the Paducah (Ky.) *Evening Sun*.

Circulation figures, whether large or small, don't mean much if they are not compared with the population in the district served. Coverage is important.



The Reliable Directory For Food Buyers—

Hundreds of Range housewives have found the easiest way to do their Saturday shopping. From Friday evening they consult the Market Basket page, printed in the Globe, which they use as their shopping directory.

In these pages they obtain the latest news about reliable supplies and learn of the excellent values and efficient service offered by the various merchants. If you are not reading the Market Basket Page, you are missing an interesting and valuable section of the Globe.

The Market Basket

A Friday Feature of the Globe

BACKING UP A GOOD IDEA
Ironwood (Mich.) *Globe* Has Built
Up a Big Weekly Market Page
(3 COLS. BY 9 INCHES)

"Where does the paper go," the advertiser asks. The Litchfield (Ill.) *News-Herald* published a page advertisement in which one paragraph said, "The 2900 circulation of the Litchfield *News-Herald*—approximately 9,000 daily readers—is concentrated 95 per cent in Litchfield and nearby cities. Moreover, the circulation of the *News-Herald* is a home circulation and it enters into the daily life of the great majority of financially competent households of its community."

"WHERE DOES THE PAPER GO?"

"Compact Circulation" is the headline in a promotional ad used by the Winona (Minn.) *Republican-Herald*. The ad contained a map of the territory covered by the paper, together with figures giving the net paid circulations in (1) Winona, (2) trading territory outside Winona, (3) Winona and vicinity, and (4) grand total. The Princeton (Ind.) *Clarion-News* announced in box car type that "7 out of every 9 residences in the city of Princeton received The Clarion-News." A page advertisement in the Port Huron (Mich.) *Times-Herald* gave the population of the city and the trading district together with its circulation figure for the respective places. The ad also mentioned its rapid delivery truck service which delivers papers to cities and towns within a 50 mile radius. (PLEASE TURN THE PAGE)

CONFIDENCE BASED ON KNOWLEDGE

Johnston's
Cookies & Crackers

CHANDLER

Territory Covered By The Gazette

Chevrolet

Del Monte

Illinois Central

Janitor

Overland

Ford

Newspaper Space Purchased by Experienced Buyers Must Be Productive to Hold Such Gigantic Volume of Good Will

ON this page are the trade marks and signatures of some of the national advertisers who use the columns of the Gazette to promote the sale of their commodity in the Janesville market. Though this is just a small portion of the many who use space in this "Unusual Newspaper," yet they present a very impressive representation of the larger and better known manufacturers and products of the nation.

The financial backbone of the national advertiser using the Gazette runs into the millions of dollars, yet even the billions of dollars and this newspaper has the confidence of these commercial world representatives in the placing of their advertising.

There are no standard methods used in the preparation and placing of National advertising for which millions of dollars are spent yearly. Man, made and time is devoted to the subject to insure that it carries its message in a successful advertisement.

Your first major national advertisement in the Gazette is the first step in a long series of steps which will result in a large increase in your advertising expenditures. It is the first step in a long series of steps which will result in a large increase in your advertising expenditures. It is the first step in a long series of steps which will result in a large increase in your advertising expenditures.

Right now is the time to build up your business. Right now is the time to get ahead. From the first step which you can well see means a lot at a small cost. Don't wait until you find it necessary to put your goods and name in the paper to move forward. The reader is in constant motion and people are buying what they see. In advertising and selling effort of the large and smaller means should be utilized for. Vigorous advertising of good merchandise is the surest way to success in business.

Standard of advertising will be the first step in a long series of steps which will result in a large increase in your advertising expenditures. It is the first step in a long series of steps which will result in a large increase in your advertising expenditures.

Chesterfield

NOXAL

Firestone

QUALITY COOKIES

U.S. Royal Cords

HUDSON

Rinsol

PACKARD SIX

Wadham's True Gasoline

RUUD

Dodge Brothers

Maple

KC

Marquette

44

Del Monte

Illinois Central

Janitor

Overland

Ford

THE JANESVILLE [Wisconsin] GAZETTE

Telephone 2500 "AN UNUSUAL NEWSPAPER" Telephone 2500

Janesville (Wis.) Gazette Consistently Employs This Type of Promotional Display Advertisements in Connection With Its Window Displays of Products

CHARACTER of circulation enters into the consideration of the newspaper as an advertising medium. The Alton (Ill.) *Evening Telegraph* used this angle in a 12-inch, 3-column ad, in which the buying power of its subscribers was outlined. Aggregates of salaries drawn, the number of factories in the vicinity, etc., were included in the data. Over 80 per cent of the homes in the district get the *Telegraph*, the ad affirmed. The Illinois (Ill.) *State Journal* is active in this form of promotion work too. In a 3½-inch, 2-column ad entitled "Force," the following message was printed: *The Illinois State Journal* is the greatest single advertising force in Springfield and Central Illinois because it reaches more people than any other newspaper. For 98 years *The State Journal* has been read, believed in and has influenced the sale of millions of dollars worth of merchandise. Today it has approximately 30,000 readers in Springfield and Springfield's trading radius of 47 miles."

As a direct mail tie-up with promotional matter of this sort, the South Bend (Ind.) *News-Times* published a neatly-printed four page folder which tells advertisers "precisely where your advertisement goes" when it appears in the *News-Times*. The folder gives a table with the number of subscribers in the city or South Bend, its suburbs, and in cities and towns within a radius of 30 miles. This, with a map of the district tells the story. The typography is pleasing, the stock is a good grade

antique dull finish book paper, and the message is convincing. This form of direct mail tie-up is also used by the Bradford (Tor. Can.) *Expositor*.

Comparative figures of advertising lineage are also used extensively in promoting advertising. A page of comparative lineage figures in favor of the paper publishing them is a strong testimony to the paper as an advertising medium.

The Fairhaven (Mass.) *Star* recently published a page advertisement showing the gain made in inches of advertising for the ten months from Dec. 1, 1923

YOUR COUNTER BOOKS

Our constant aim is to add whatever new elegance we can to that much abused word — "SERVICE"

We are now equipped. Merchants, to give you excellent prices and service on counter books of all descriptions. Write in the market phone us and we will call.

Litchfield Printing & Stationery Company

Printers Publishers
112 E. Ryder Street
Litchfield, Illinois

SPECIALIZED WORK PLAYED UP
A Type of Newspaper Advertising by Job Printer That Pays Satisfactorily

to Oct. 1, 1924 as compared with the same period the year before. The message accompanying the figures called attention to the fact that the gain was made during a period of depression. The Chicago (Ill.) *Daily News* and the Milwaukee (Wis.) *Journal* are frequent users of this type of promotion. Charts, graphs, animated drawings and other forms of graphic copy are used to make the message more clear.

MAKING THE ADS PULL

GETTING subscribers to read the ads and patronize the stores of the advertisers is good promotion. This applies not only to new papers starting in the business but to those that have been established for many years as well. Its 98 years of service rests lightly on the shoulders of the Springfield (Ill.) *State Journal*: that paper is an active worker in heightening the pulling power of its ads. In a page-depth, 4-column ad with the large heading, "Just What Is NEWS in a Newspaper?", the value of advertising as "news" is compared with the value of the strictly news matter. Specific reference is made to the advertising in the *State Journal*.

The Hillsdale (Mich.) *News* also compares the news value of the editorial columns and the ads. The *News'* promotional ads on this angle are timely. For example, when the Senators and the Giants were playing off the world's championship baseball series an ad called attention to the news value of the ads.

HERE is the first paragraph in the ad: "You may be entertained by news of the Yanks and the Giants, but you aren't vitally interested unless you have money at stake; and the shifting of the European boundaries doesn't affect you half so much as the softness of your mattress, the comfort of your shoes, what you ate for breakfast, how much your last hat cost."

Some newspapers use promotion which tells readers why and how the advertising columns are valuable to them. Under the heading, "This Business of Buying," the Austin (Minn.) *Daily Herald* recites the advantages of reading the ads before purchasing, saying that the practice will save time and money. The *Herald* refers to itself as "a buyers' guide" in this promotional ad. Both the Ironwood (Mich.) *Daily Globe* and the

7
Out of Every
9

Residences in the city of Princeton
Receive

The Clarion-News

Every Evening

There are 1,892 houses in Princeton and The Clarion News carrier boys deliver

1461 PAPERS IN PRINCETON ALONE

This does not include our large carrier service in the other towns in Gibson county or our large rural list of subscribers of which not one is in arrears.

Advertisers should remember these figures.

The Clarion-News

NOT FOR ADVERTISERS ONLY

Princeton (Ill.) Clarion-News Appears to Cover a Lot of Ground in This Copy (2 COLS. BY 14 IN.)

COMPACT CIRCULATION

Net Paid Daily Average Circulation was

11,027

for the Month of September

A Feature of The Republican-Herald

The Republican-Herald does not circulate over wide areas unprofitable to the advertiser. More than 90% of its circulation is concentrated within the dotted line on the map below, which is the Winona Trade Territory as designated by the Audit Bureau of Circulations.

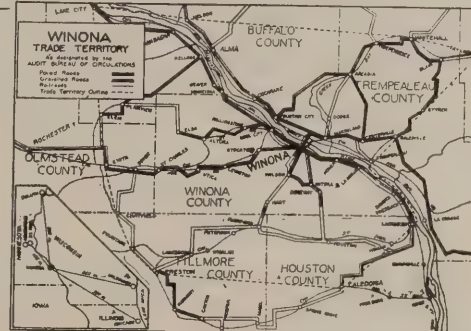
Average Daily Circulation in Trading Territory

(Inside dotted line on map and outside Winona)

5,618

Total Daily Average in Winona and Vicinity

10,118



Average Daily Circulation in City of Winona during September

4,500

Total Daily Average for September

11,027

Sending the Message

to people who live within a reasonable distance of his store is what the advertiser should look to. That is what The Republican-Herald accomplishes for Winona advertisers, with the largest circulation of any newspaper in the United States published in a city of 20,000 people.

Net Paid Daily Average Circulation for September, 1924

In City of Winona 4,500
In Trading Territory 5,618
Outside Trading Territory 909
Total Average Daily 11,027

The Republican-Herald has nearly double the circulation of any other daily newspaper in Minnesota outside the Twin Cities and Duluth.

The Winona Republican-Herald

Your Messenger to More Than 11,000 Homes

"NOT OVER WIDE AREAS, UNPROFITABLY," SLOGAN

Minnesota Community Daily Evidenced Constructive Thought
When Many Others Are "Beating the Air" About Circulation
(Full-Page; One of a Series)

Davenport (Ia.) *Daily Times* used promotional ads tracing the inception and history of advertising, concluding with a local reference to the service they were performing for its readers through the advertising columns. "Advertisements show you how to spend your money where it will do you the most good," said the Robinson (Ill.) *Daily News*. The Chillicothe (O.) *Scioto Gazette*, devoted large space to the message that readers should "pin their faith to advertised goods—it's merchandise of no regrets." A page advertisement in the Creston (Ia.) *Daily Advertiser* told in an interesting and compelling manner how the ads were "Symbols of Satisfaction."

Why readers should patronize advertisers is a message frequently used in promotional ads. "Ever buy a wooden nutmeg?" asks the Hillsdale (Mich.) *Daily News*. The message developed the theory that the unlucky housewife who purchased a peck of wooden nutmegs from a traveling huckster never would have done so if she had confined her buying to firms that advertised. The

East St. Louis (Ill.) *Daily Journal* published a 10-inch, 3-column ad headed, "Where Shall We Go This Evening." Contrary to expectations, the message did not advise attending theaters which advertise in the Journal. The ad said: Stay in and read the advertisements, it is pleasurable and profitable. "Reading Advertisements is an Education in Better Buying," concludes the ad. The Manitowoc (Wis.) *Herald-News* advises trading at home because "your first consideration in this business of living, is yourself," and then shows how home trading redounds to the profit of the purchaser.

The Keokuk (Ia.) *Daily Gate City* and *Constitution-Democrat* recently published a page advertisement which contained a map of the trading territory for which Keokuk is the center. The message, briefly, was that Keokuk merchants were exerting every effort to provide adequately for the requirements of the people in the territory, and that it would pay the readers to read the announcements of these merchants every day.

(PLEASE TURN THE PAGE)

"ADD THE LUDINGTON DAILY NEWS," SAYS HENRY FORD

"A wise man changes his mind; a fool never does."

Henry Ford, Auto King, is embarking on what is said to be the largest advertising campaign in the history of the manufacture and sale of automobiles.

In Michigan he designated a dozen daily newspapers located in the largest cities of the state. He notified his agents, telling them that these papers "cover the field."

"Hold on, here, Henry!" the Kobe & Smith Auto Co. of Ludington and Scottville, wrote him. "You've got the wrong dope on Mason county."

"What's your circulation?" Charles Stoflet, Ludington manager for Kobe & Smith, inquired of The News.

The figures for 1924 and 1923 were taken from the records designated by the Audit Bureau of Circulations. They showed:

Sunday Morning News, average daily paid circulation for 1924	3,507
1923	3,501

Ludington Daily News, average daily paid circulation, evening editions:	
1924	3,482
1923	3,484

A detailed analysis of this circulation was given, showing the following distribution:

Ludington	1,933
Ludington routes	474
Scottville and routes	457
Custer and routes	173
Walhalla, Tallman, Irons, Branch and routes, Manistee, R. 2	151
Freesoil and routes	109
Fountain and routes	63

Total for county, outside of Ludington .. 1,427

Mail subscribers, outside of Mason county ..	147
--	-----

Total net paid

Employees, advertising agencies, office use, etc.	92
--	----

Grand total, paid and unpaid, average for 1924 ..	3,599
---	-------

FURTHER IMPORTANT DISCLOSURE.

C. A. Lemon of Ludington, subscription solicitor for The Daily News, spent the summer and fall months of 1924 in conducting a NEWSPAPER SURVEY. He not only solicited subscriptions for The News but he LEARNED FIRST HAND, by personal questioning, what other newspapers are read in Mason county homes, outside Ludington. Here is the condition as he found and reports it, placing on file in this office the name and address of the families on whom he called and the names of the newspapers taken:

Total number of calls and personal questioning	1,166
Number taking a semi-weekly newspaper	165
Number taking this semi-weekly, who are subscribers of The Daily News ..	62
Number taking a Grand Rapids evening paper	127
Number of these who also take The News ..	41
Number taking a Grand Rapids morning paper	61
Number of these also taking The News ..	21
Homes taking no newspaper, reasons given: Too poor, can't read English ..	227
Of the 939 homes taking some newspaper, those taking The Daily News were	710

Circulation statements put out by The News deal with facts. The circulation of this paper is audited by chartered accountants. It cost The News at least \$1,000 to find what other papers are being taken in Mason county. The information is GIVEN to advertisers. The NAMES and ADDRESSES are on file in this office.

CONCLUSIONS BASED ON SURVEY.

The Daily News dominates its field—All Mason County.

The advertiser who uses The News doesn't need to buy any other newspaper publicity.

The News is a first class community daily and is meeting the reading needs of Mason county.

G. H. D. SUTHERLAND,
Editor and Manager.

MAKES AN INCIDENT COUNT IN A BIG WAY
*In Many Offices a Story Like This Would Get But Little
Beyond the Walls of the Advertising Department;
Isn't That a Fact?*

EDITORIAL co-operation with advertisers can be made real news instead of "write-ups" by wide-awake news-

papers. The Austin (Minn.) *Daily Herald* runs a column of such co-operation under the standing head, "Store

News Today, Trade Comment presented so that he who runs may read." The column summarizes the real news to be

THE COBLESKILL TIMES THE-DAY, FEBRUARY 24 1925

found among the advertisements, and gives brief personal and business notes concerning the business interests of the city. "On the Square and Off" is the title of a one-column department on the front page of the Dyersburg (Tenn.) *State Gazette*. The department is composed of descriptions of the store windows in various parts of the town, together with the reflections of the reporter. Choice English and a sparkling style make the items interesting, and they haven't a trace of the "write-up" flavor. Mrs. J. C. Rogers, wife of the editor of the *State Gazette* writes the column. Mr. Rogers writes:

"The department has stimulated merchants into brightening up their windows, and actually has caused several owners of stores to demand their landlords to install modern store fronts for them. The general result is that our stores 'on the square and off' have taken on the appearance of being large city stores. It does more to liven up the town than anything I know of." Primarily, however, the stunt keeps the readers interested in firms which advertise in the *State Gazette*.

The Racine (Wis.) *Journal-News* publishes a similar department in one of the inside pages entitled "When Milady Goes a-Shopping." It records the sight-seeing adventures of a women reporter among the stores handling women's wearing apparel and household utilities.

PROMOTING THE SERVICE DEPARTMENT

PROMOTIONAL ads detailing what the advertising service department of the newspaper is able to do is a frequently used type of promotional advertising. The Janesville (Wis.) *Gazette* is very active in this line of work. Page ads are published regularly, each one dealing with a particular department of its merchandising service. One ad told how the *Gazette* could co-operate with the city merchants in getting up attractive window displays. Another said that the *Gazette* was prepared to conduct a market analysis for any advertiser. Still another dealt with the types of illustrations which were available for use in *Gazette* advertisements, reproducing several of the most striking cuts. A recent *Gazette* advertisement in *Printers' Ink* said that its "merchandising service would do credit to many a metropolitan newspaper." The *Gazette's* activity in promoting its service department seems to verify the statement.

"Hello Forum!" is the heading in large type used in a page promotional ad in the Fargo (N. D.) *Tribune*. The ad continues, "I have decided that August business only lags because of my inactivity. Send me your service man to talk things over. I know I have a lot of customers that make as much money in August as in any other month. There are a lot of transients in town this month too. I have got the goods. If your idea man can plan a sale for me, it will help me and also the buying public quite a little at this time."

When the Fort Scott (Kan.) *Tribune-Monitor* hired a new service manager, a

Connecting Your Desk With Your Customers ---- And Especially Those People You Want to be Your Customers



It is impossible for you to visit every one of your customers personally every time a business matter arises. To do this, you would have to spend practically all of your time away from your business.

For instance, your monthly invoices are sent through the mail much more conveniently than you could carry each one to the address of your customer. If you have something in the way of a special price to offer your trade during a certain time in the year, it is very profitable to supplement your newspaper advertising with a circular letter—a much quicker means of getting in touch with your customers than by personal calls.

To talk to your customers quickly, you can use a printed message most effectively, whether it be in the form of a circular sales letter, a monthly statement, or a printed blotter. The Times Press can help you do this.

So Here Is The Question:

Do You Want To Tell
Your Customers About
Your Business?

It is unreasonable to believe that everyone knows about you and your business, no matter how long you have been engaged in it. And even though this were true, there are dozens of people whom you would like to have for new customers.

You are convinced that if these people really knew the merits of your business and the value of the goods you sell, that they would readily do business with you in the future.

Perhaps they have never been approached to buy from you. Doubtless "they have never thought of it," simply because the other fellow has been satisfying them and keeping in touch with them through printed talks.

If you want to talk to your customers, The Cobleskill Times as the predominant newspaper in Schoharie county and parts of Otsego, Montgomery, Schoenectady and Albany, can connect the wires. It can also connect the wires between you and hundreds of prospective customers, through advertising space in its columns and printed material to be used in conjunction with your advertising.

Do You Want To Increase
Your Business?

For example, a business man or farmer in Progressive New York can select some product that he especially desires to sell at this time of the year. To sell this article, no matter how low the price may be or how high its value, the buyer must know where it can be bought. Consequently, the business man or farmer can avail himself of the opportunity of putting his article before the public with a description of it, prices etc., by using a certain amount of advertising in The Cobleskill Times which is issued on Tuesday and Friday.

To reinforce his argument with the public, a printed sales letter might also be mailed to a selected list of customers. This letter could be mailed in the form of a neatly printed imitation typewritten letter enclosed in a substantial envelop all of which can be furnished at a reasonable cost by the Printing Dept. of The Times.

A blotter printed with your own individual message on it and mailed out to your customers frequently, will prove an effective means of stimulating business and getting acquainted with new prospects. Your letterheads, statements, tags, labels and envelopes can also be obtained advantageously at The Times Press.

Let Us Help You Connect The Wires!

SPECIAL OFFER

For the remainder of the month of February only, we will furnish you with 360 neatly printed Letterheads at the very low price of \$2.50. If you have not used letterheads for your business heretofore, here is a good opportunity to get acquainted at a mighty low price.

FARMERS ATTENTION—Have the name of your farm printed on a package of these Letterheads now while the price is low. Mail or bring your order and it will receive prompt attention.

THE COBLESKILL TIMES

TIMES BUILDING—PHONE 220

SPECIAL OFFER TO MAKE NEW PRINTING USERS

Cobleskill, (N. Y.) Times 6-Col. Advertisement, One of a Series, Sets Down Arguments Like a Verbal Salesman

10-inch, 2-column box contained a story of what pains the paper had taken in acquiring the new man and the highly successful result. The ad which the paper published in the various trade magazines in search of a "merchandising advertising manager" was reprinted in the box. The ad was as follows: "WANTED—ADVERTISING MANAGER, with broad conception of merchandising possibilities through newspaper advertising; one who doesn't sell space, but sells merchandising through advertising space." The right man was found and the *Tribune-Monitor* capitalized on the fact.

Special trade bulletins or supplementary additions of newspapers dealing solely with trade and industrial news about the community which the newspaper serves, play an important part in the promotional work of a number of newspapers. Among them is the Springfield (Ill.) *State Journal* which publishes a monthly supplement called THE RETAIL FARMER. Similar to these efforts are the special business and industrial expansion numbers of newspapers which deal with the growth and current prosperity of the community's business interests. This is indirect promotion which has proved to be profit-

THE NEWSPAPER

AS A BUSINESS INSTITUTION AND AS A BUSINESS BUILDER

THE ABILITY to conduct a legitimate, constructive business at a profit is necessary to every concern which would succeed. Service and not price alone is the deciding factor to the wise buyer, who would know that the dollars he spends to stimulate his business not only return, but that they bring some of their fellows with them. Buying space in the Headlight is not passing out money for an intangible asset; numerous voluntary testimonials verify our statement that Headlight advertising has produced great returns. Merchants, you have the field. If you do not get the trade whose fault is it? You may be sure that the mail order houses put their catalogs into every home in Tillamook county they can reach, but their circulation does not begin to compare with the Headlight's weekly newspaper circulation. Use the Headlight to bring your message before the people.



\$120,000 STOLEN FROM THIS CITY LAST YEAR

Yes, 120,000 round silver dollars! Somebody's hard-earned money. Did the police or the sheriff do anything about it? No, they didn't do a thing, because they couldn't. This money was stolen from Tillamook merchants by mail order houses, and it will never be returned, it's gone forever. Money which would have helped pay taxes, improved our town and county, and which would have made Tillamook a better place to live in. No use worrying now about what happened last year -- start thinking of what is going to happen this year, and KEEP THAT \$120,000 HOME, WHERE IT BELONGS.

Tillamook Headlight

Tillamook County's Leading Newspaper

A "TRADE AT HOME" CAMPAIGN "WITH DYNAMITE"

Tillamook, (Wash.) Weekly Headlight Is Running a Series of Full-Pagers in Connection With Other Activities Among Local Merchants, to Help Them and Itself

able, not only in the obtaining of advertising for the particular business expansion issue of the paper, but to increase the general run of advertising all through the year.

The Kerkhoven (Minn.) *Banner* publishes as a supplement, "The South Central Minnesota Real Estate News." The first issue, under date of November 15, states the purpose thus: "The purpose of this publication is to supply correct information as to the agricultural possibilities of South Central Minnesota, particularly the counties of Swift, Chipewa, and Kandiyohi, and afford a medium through which land and other property may be advertised for sale or trade."

WHILE this article on newspaper promotion deals mainly with promotional advertising in the columns of the newspaper itself, it may be pointed out that a direct mail-tie-up with all of the various plans makes the promotional campaign much more effectual. Direct mail, it has been found, puts the personal touch to the campaign which can-

not be obtained by promotion in the newspaper alone, and it acts as a confirmation of the newspaper message. Papers that have succeeded unusually well in tying up promotional matter in their newspaper columns with direct mailing pieces are The Rushville (Ind.) *Republican* and the Goshen (Ind.) *Daily News-Times*.

Your Job Plant Working at Capacity? Seasonal Appeals Get More Work

JOB PRINTING, which in a large proportion of cases brings in more revenue than the advertising in the newspaper, has been successfully promoted by a great number of newspaper publishers who conduct job printing plants. As a general rule, however, publishers do not take full advantage of the opportunities for increasing job printing work through advertising in their own newspapers.

One of the most persistent users of newspaper display space to get additional job printing is the Red Wing (Minn.) *Daily Eagle*. In almost every issue there appears an 8-inch column ad urging subscribers and advertisers to patronize the *Eagle* job printing plant. Everything from calling cards to catalogs are advertised. Very frequently the ads are timely. For instance, during the latter part of November and all through December, quite a few ads appeared which reminded business men that it was time to order new shipping tags and new form sheets for their counter books and loose-leaf accounting records. The New Year is also an occasion for pushing catalog work.

The Dixon (Ill.) *Telegraph* promotes its job printing department not only with display space but with catchy little ads in the classified department, some of which are illustrated herewith. One of the ads in the classified department reads as follows: "WANTED—Fall brides-to-be to know that we carry a well assorted and up-to-date line of wedding invitations and announcements." Another runs this way: "DIXON BUSINESS MEN express themselves as highly pleased with the artistic UP-TO-DATE PRINTING of Letter Heads, Circulars, Cards, etc., turned out by our Job Plant."

Some papers install new equipment in their job plant and nobody but the owners and employees of the firm know of the change. Not so with the La Salle (Ill.) *Daily Tribune*. That paper installed Monotype equipment and a series of display ads kept hammering away at the enlarged scope of the *Tribune's* service made possible by the new type founding machinery. One of the ads

"Let Me be Your Valentine" US PRINTER

FEBRUARY—1925

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

It has been said that it is not advisable to mix sentiment in your business. But a line from an old lace Valentine can easily be changed to a bit of good business advice. If you are not now getting your Printing at The News—well, February is the best of all months to make a start. We are as near to you as your phone.

PHONE 116—The Northfield News

An Advertisement is an Invitation—Invite Customers thru the Columns of The News—"It's Newsy"

ROE'S NORTHFIELD, (MINN.) NEWS IS TIMELY

Promotional Enterprise Always Calculated to Get Over a Specific Idea to the Merchant or Any Other Readers



Printing THAT GAINS AN ENTRANCE

THE silent salesman of today is printing! If you wish it to make a favorable impression, if you want it to be read and remembered, it must be done by a quality shop and in a quality manner.

We're proud of our work—the kind of work that has brought to us many an unsolicited testimonial. It's the sort of printing that has produced results.

While quality is the important issue with us, our unusually low prices also are an inducement for you to have your Printing done here.

The Herald— COMMERCIAL PRINTING DEPARTMENT PHONE 250

GOOD WORK GETS PAST THE WASTE BASKET

*Oskaloosa, (Ia.) Herald Printing Department
Uses This Text Freely, With Variations
(4 COLS. BY 12 IN.)*

(5 inches, 2 column) reads thus: "IF—Your printing work calls for great quantities of one particular face of type CALL 71. We have over 38 different faces and sizes of one particular type family—that are made by us on the Monotype—in unlimited quantities. Consult us on your Job Printing requirements. TRIBUNE JOB PRINTING DEPARTMENT."

Two papers that have been unusually successful in the promoting of job printing work with display space and direct mail matter are the Kewanee (Ill.) *Star-Courier* and the Goshen (Ind.) *News-Times*.

Editorial Explains Specific Cases

*From the Commonwealth,
Fond du Lac, Wis.*

MOVES THE GOODS

NEWSPAPER advertising moves the goods. Any number of instances in the advertising world might be cited to prove the statement. There is the Fleischmann case. This company is one of the many concerns that are putting millions into newspaper advertising and taking more millions out of business in hard dollars.

People in the cities depend upon the stores for bread and do not buy much yeast for baking. Sales were falling off. The Fleischmann business was not what it ought to be. They conceived the idea that yeast might be used in new ways and had it analyzed from that standpoint. It was found to contain valuable food elements. The company advertised in medical journals and women's periodicals, but with little result. In the early part of 1920 an enterprising advertising solicitor worked hard enough to get a grudging order from Fleischmann's for a full page in a Sunday newspaper supplement published in New York and syndicated to several other cities. It appeared in April of that year. Twenty-two thousand inquiries came from the New York supplement alone, and the others were proportionately prolific. The Fleischmann factories which supplied the district covered by the New York paper were rushed with work.

Soon the managers of factories in other districts began to howl. They wanted the business stimulus too. So the next year the company made its first advertising appropriation. It was a cool million to be spent largely in newspapers. A cake of yeast is quickly perishable and sells for three cents. Every day orders are needed in that line of business. The demand must be constant for the factories cannot work top speed one day and half speed the next.

The newspaper ad brings the daily results and keeps the factories busy.

CIRCULATION

(Continued From March "NPJ")

Pigs Is Pigs, Even in Getting Subscribers

IT has always been a well established fact that pigs is pigs but it remained for T. V. Armstrong, manager of the Ottawa (Can.) Newspapers' Subscription Bureau to get something more out of

Scatter Sunshine With Christmas Cards

Order them early and avoid disappointment. Prepare your mailing list now and be sure you have not overlooked any of your friends. Then call and see our beautiful line, now on display, and make your selection while the assortment is complete.

If desired, representative will call on you with samples, by appointment.

B. F. Shaw Printing Co.

Dixon, Illinois

Have you seen the Latest Tissue Fold Cards?

SEASONAL JOB-PROMOTION
*Dixon (Ill.) Concern's Specimen
Sets One to Thinking Farther
(2 COLS. BY 5 IN.)*

them than a grunt. In fact Armstrong has evolved an idea whereby every pig means so many subscribers, and the idea has been in operation for twenty years and has proven successful each season.

Pure Yorkshire and Berkshire pigs are sent. Under the plan this year eight subscriptions must be sent in to get a pig. If the sender cannot get eight then he adds a dollar for every subscriber he fails to get. The smallest number of subscribers accepted is four and the sender of these four must then send \$4 in cash before he can get his pig.

The pigs are shipped direct from the breeder to the person getting the subscribers. Each is accompanied by a certificate of breeding and pedigree and a transfer of ownership.

The newspapers have the co-operation of the Swine Breeders Association and the pigs are purchased only from registered breeders and dealers.

BEST TIME FOR CAMPAIGNS

THE later winter months of the year, the period of February and March in centrally located districts, has usually responded best to circulation effort.

E. C. BRADSHAW, publisher of the *Crewe* (Va.) *Nottaway Record*, recently wrote the editor of "NPJ": "With the average country paper there is no special period for making a drive, except in such localities as are supported by large farm districts; then it is best to direct efforts at marketing time."

Southern markets have more definite periods than northern, especially where the cotton crop dominates.

Mr. Bradshaw also remarked, interestingly: "Increased circulation develops the other work in connection with the publisher: printer's business, such as job work, stationery, books, magazines, periodicals, etc."

WOULD CO-OPERATIVES WORK?

In cities, great progress has been made by joining the circulation distribution, and also soliciting work, of a number of papers in the same locality. Mr. Bradshaw suggested consideration for a plan of employing a circulation man in a district, all newspapers therein to take part and sharing the expense in proportion to circulation. Community publishers may give this a good deal of thought.

Bulldog Proves Good Prize for Subscriptions

OFFERING a bulldog, named *Press*, as a prize in a circulation contest, proved successful with K. L. Butler, Pontiac (Mich.) *Daily Press*. The animal was a pedigree English bull from the Bon Brae kennels. All of the carriers were in the contest. Mr. Butler says the dog netted 600 subscribers in the town, which has 35,000 inhabitants, while the paper was carrying a trifle under 10,000 subscribers.

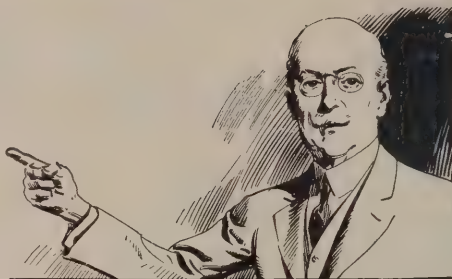
FRED H. STEVENS, Hartland (N. B.) *Carleton Observer*, recently wrote of a successful plan including the

AGE EIGHT

The Plumas National-Bulletin of Quincy, California

THURSDAY, FEB. 19, 1925

Printing That Satisfies



All Buyers of Printing in Plumas County

and surrounding territory having their needs supplied by the Plumas National-Bulletin press are emphatic in declaring the workmanship, quality of stock, delivery service and intelligent understanding secured with every order, is not to be measured in dollars and cents. "Your promptness in handling my work and the hearty co-operation given in arranging the several complicated office forms,

Satisfied in All Particulars

and I assure you all my printed needs hereafter shall be supplied by your establishment."

If you do not now buy your printed stationery from the Plumas National-Bulletin press, send in a trial order. You then will "get the habit" as have many others of your business friends and neighbors.

ANYTHING FROM A CALLING CARD TO A FULL SHEET POSTER
COMPLICATED RULED FORMS A SPECIALTY
BINDING, EMBOSSEING ENGRAVING

The Plumas National-Bulletin Press

Phones: 46W
16M

Quincy, Calif.

National-Bulletin Printing; Once Tried, Always Used

G. E. SECOUR'S PLANT ON THE COAST EVER-ACTIVE

Full Pages for the Job Department in His Classy-Looking Weekly, Backed Up by Fine Circulars, Labels, "Everything"

publication of a coupon offering new subscribers the *Observer* for three months at 25 cents, the coupon when signed being an order "till forbidden."

BARGAIN PRICE PLANS

J. ROY PARKER, Ahoskie (N. C.) *Hertford County Herald*, has a \$1.50 weekly in a "\$1 per year section." He started with 400 and runs over 1,500 net paid now. At one time the *Herald* was offered to all, old and new, for \$1, with good success. Later he put on this plan:

"Offer a year's subscription at the reduced rate for a stated period of 30 days, advertising it extensively in display space in our paper, sending to old subscribers letters explaining the offer;

and mailing out sample copies to non-subscribers, followed by a form letter, enclosing check payable to ourselves, and a return envelope.

"We have complete mailing lists of all postoffices in the county and at postoffices of other counties where our paper has a general circulation.

"These campaigns are always timed for the fall of the year, when farmers have begun selling their products. It has worked to our entire satisfaction. In 1924, 387 new subscribers were added, and 408 old subscribers renewed for twelve months. We find that this nets a better return than the contest; and there is no dissatisfaction among subscribers—they all have the same opportunity." (THE END)

"Country Publisher" Shows Up Weak Link of Distribution

*Makes Mail and Personal Survey of County;
Gives "National" Advertisers Real Facts*

THE following, necessarily brief review of a publication just received by the editor of "NPJ," is given more prominent space than the customary reviews, because it deserves the widest possible attention. The work of its author should prove a beacon light to publishers and associations who are battling with the problem of getting proper recognition for the advertising columns of the hosts of local and community newspapers on this continent, against the high-power and high-priced competition of all kinds of so-called "national" media.

—J. L. M.

A NEWSPAPER SURVEY, By ED. M. SMITH, Publisher Winterset (Ia.) *Madisonian*—A pamphlet of 17 pages which, we believe, is history-making in the newspaper-printing field.

Mr. Smith covered his whole county with mail questionnaires calculated to bring out essential facts about his field, and about readers and buyers of advertised products—facts which the largest percentage of publishers (especially in the smaller communities only guess about and some in larger communities have handled with "carelessness" which has not escaped the advertisers. The mail survey was supplemented by personal calls made by Mr. Smith himself. He compiled all the data himself. The booklet is not on the market, but Iowa Association members have received copies from the author.

Readers were not asked to sign the replies, to permit greatest freedom. The following brief excerpts are illuminating and also presently useful to other publishers or the associations who may follow the example:

SIXTY-EIGHT per cent read only one of the two local papers; 54% read a near-by evening, and 31 a morning paper, and 5% both evening and morning.

The percentages on reader interest of different features in the *Madisonian* are: front page news, 29; editorials, 13; farm bureau, 11; "In Days of Long Ago," 7; neighborhood news, 13; local briefs, 13; Sunday school lesson, 6. Suggestions for improvement: More local, 7; more religious news, 2; more editorials, 5.

READING of advertising showed 64% regular, 35% occasional and 1% seldom. Faith in the truth of the advertising: Yes, 74; qualified yes, 24; no, 2.

Eighty-nine per cent offered miscellaneous suggestions for improvement of local storekeeping, 11 none; 45% reported failures of clerks to give good service, and 55% none.

"Cash buyers exclusively" were shown to reach 71%, and 29 cash and charge. Of the latter 56% favored charge privileges for groceries, 29 for farm implements, 6 for drugs, 7 for meats, 15 for dry goods, 6 for men's clothing and 13 for women's clothing.

FIFTY-ONE per cent felt that they got as low prices from local merchants as in other towns.

Buying from house-to-house canvassers: 37% yes, average annual amount \$11.45; catalog houses, 70% yes, average \$61.12 a year. Winterset is a town of about 2,800 in a dairy and farm section.

Sixty-eight per cent saw advantages in buying advertised goods. Reasons: Uniformity, reliability, etc. Those opposed generally gave the reason, "the customer pays for the advertising."

THE survey included an oral canvass to ascertain to what extent readers actually knew where to get certain nationally-advertised products in Winterset—covering the problem of the strength of the link between publicity and retailer. Only one man of 111 failed to state where he could buy Hart Schaffner & Marx clothing. Other products, however, ranged far below this, down to almost nothing. Brunswick



BEN H. READ

Managing Director, Southern California Editorial Association, 515 American Bank Bldg., Los Angeles, Calif.

LEADS N.E.A. CONTEST



CHAS. M. MEREDITH
Quakertown (Pa.) Free Press

STANDINGS IN NEW-MEMBER TOURNEY, APRIL 25. (TEN TOP-NOTCHERS)

C. M. Meredith, Quakertown, Pa.	107
J. C. Latimer, Richmond, Va.	60
J. C. Lochner, Sarasota, Fla.	43
H. T. Porte, Salt Lake City.	32
O. J. Ferguson, Fredericktown, Mo.	23
Nettie B. Cardin, Sioux Falls, S. D.	20
C. R. Callaghan, Bellevue, Ohio.	19
J. W. Kayser, Chickasha, Okla.	18
G. B. Dolliver, Battle Creek, Mich.	18
Wm. Grote, Pikeville, Ky.	17

NEWSPAPER FOLK ON N. E. A. PROGRAM, RICHMOND, VA., JUNE 1, 2 and 3

PAUL SCARBOROUGH, Franklin (Va.) Tidewater News
GEORGE W. MARBLE, Fort Scott (Kans.) Monitor
H. C. HOTALING, St. Paul, Minn.
W. W. AIKENS, Franklin (Ind.) Daily Star
J. W. BROWN, Editor & Publisher, New York
ARTHUR BONNET, Bonnet-Brown Corporation, Chicago
MRS. LEE J. ROUNTREE, Bryan (Tex.) Daily Eagle
MRS. EDITH SUSONG, Greeneville (Tenn.) Democrat-Sun
B. B. COZINE, Shelbyville (Ky.) News
OLE BUCK, Harvard, Neb.
WIL V. TUFFORD, Inland Dailies, Clinton, Ia.
WM. SOUTHERN, JR., Independence, Mo.
JOHN S. BRYAN, Richmond (Va.) News-Leader
GEORGE HOSMER, Ft. Myers, Fla.
HERMAN ROE, Northfield (Minn.) News.

phonographs, Majestic ranges, Hole-proof Hosiery, Gruen watches, Rexall, Deere Implements, Florsheim shoes, U. S. tires, etc., were among the better percentages. These have been heavily advertised, as a rule by the local merchants.

Mr. Smith concludes: "The weakest link in the distribution chain of nationally advertised products is the failure to provide the local link of publicity."

Editorial

The Issue is: NEWSPAPER WORK vs. FAKING

By JOHN L. MEYER

Managing Editor, National Printer-Journalist

DO I hear from someone—anybody, anywhere—who can honestly say today—and back it up—that he or she would feel as safe now (at midnight on a dark street in a metropolis, in business transactions, in any thing or place) if every newspaper at once stopped publishing all crime news?

FURTHERMORE, I'd like to hear from someone, including any newspaper-publisher, who can honestly deny that he would feel safer than he does now, if every sob-sister, "feature interviewer", garnisher of crime and filth and scandal, baker of half-fakes which are more dangerous than lies; the press agents, too—if all these were put into a sack and kept there, or made to go to work and dig up real news!

WHEN a large proportion, not necessarily all, of the newspaper readers can conscientiously reply affirmatively to my first proposition, and live up to it, then it will be the hour and day to stop printing all crime news. Is that correct?

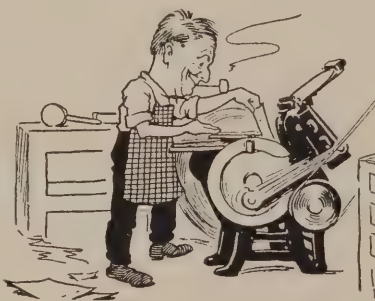
BUT the sob-sistering faking has got to stop sooner or later, and it may better be sooner! It is already reaping the inevitable reward of fraud, adulteration, lasciviousness. More ponderous, expensive circulation campaigns coming upon futile extravagant drives for distribution, are being followed by still fiercer, practically useless battles between rival publications. (Wonder if the magazines are enjoying it!) Advertisers are being made more doubtful and wary. Newspaper campaigns for national advertising are being retarded. Money is poured away that would make better editorial, advertising and circulation departments, and far better newspapers.

SOMETIMES, it seems to me, there must be some circus stuff going on, and some are unwittingly falling for it: Namely, the old, presumably worn-out press-agent gag of getting high-toned people to denounce some thing or person, proving richly profitably to the denouncers!

ONE wrong committed by the average critic of the press, including young newspaper reporters at press clubs, in considering these matters, is that they fail to divide between twisted echos and facts. Ask for data and figures as to the "awful press" and you may

get a vacant, impatient stare. What little data has been gathered is lost in the shuffle. Twisting and pyramiding of charges goes on through paroting repetition.

REAL newspapermen, the majority of newspapermen I believe, do not like, but despise faking. Not so much to hold their jobs, but in a mistaken sense of newspaper duty and discipline, many go on doing the work as it seems to be cut out for them at this hour.



BUSINESS OUTLOOK

SALES MANAGEMENT, Chicago.—"Judging from the best information we (The Dartnell Corporation) can get, and taking into consideration the opinions of others who study business conditions, sales for the months of April, May and June should run from 10 to 15 per cent ahead of last year. In some lines it will be more, in some less. But 10 per cent will be a safe general average for a concern doing a national business.

"The budget for selling and advertising effort should be tuned to the future and not to the past—the concern which is not spending money this spring should not complain if business lags this summer.

"Every sales director should ask for more money to spend this spring and summer than was appropriated a year ago."

"NPJ" certainly has a fight on with faking journalism; it holds no brief for crime journalism. But, we do ask this: A fair unprejudiced survey of the situation as it is, with consideration of all of the needs of today's life; indeed, including more of the facts of the fine upstanding morality of our Country press—in the backwoods and lovely communities where live and read many of the thinkers of the nation, whence come a large number of the boys and girls who will build the cities and factories and banks tomorrow.

THERE are today successful, large newspapers which are approaching the ideal in newspaper work, not only in editorial but in advertising, circulation and other departments. A newspaper like the *Christian Science Monitor*, which was instituted as I am informed, to be and remain equal to highest ideal of a newspaper possible in this age, regardless of all else, can serve a big service to the newspapermen by proving that "it can be done profitably". The *New York Times* and a few other great newspapers stand and grow as evidence of the profitableness of complete, principled journalism. Side by side are others which are constantly and justly panned for being "yellow", and they make money!

WITH perhaps less washing of newspaper "dirty linen" in public, let's keep after the lazy, good-for-nothing, ne'er-do-well FAKING and FOURFLUSHING in the newspaper world. The alternative may, it seems to me, be nothing more nor less than letting the advertisers do the cleaning up! Just as they are, to a great extent, helping to clean up the advertising columns by refusing to appear side by side on printed pages with the riff-raff of free or paid publicity. And, then—is the next step a refusal to be associated with the riff-raff of fake-dom?

SO much, for the present, as to the agitation and experimenting about "clean journalism"!



WHERE "ETHICS" BEGINS

C. E. BROUGHTON, Editor Sheboygan (Wis.) Press: "We should have a Code of Ethics which will place newspapers upon a higher plane, but hold this truth self-evident that the best code is found in the honesty and integrity of those conducting a newspaper."

The "NPJ"

SEND AN IDEA

PUBLISHER-PRINTER ROUND TABLE

JOHN L. MEYER, "Chairman"

Iowa Press Shares Experiences

OF 144 members of the Iowa Press Association reporting, according to Director Caswell's *Bulletin*, 90 have made an effort to get co-operation from local merchants to secure national advertising, by having the merchants write letters (prepared by the publishers) impressing local possibilities on makers and distributors of goods these merchants handle and which are only advertised in magazines, etc. Forty had little or no success, 22 had some and 27 got satisfactory results. Lack of interest of merchants is ascribed as the chief draw-back. (*Looks like a problem of salesmanship*—ED. NOTE.)

Eighty per cent of these papers have standard rate cards, 63% casting outfits—yet 80% reported less national advertising in 1924; 10, more. Prof. Beckman, head of the survey work, ascribes this to magazine and city newspaper salesmen *outselling* the rural publishers.

NO association paper reported reductions in ad-rates, 18 increased them; 70% get \$2 a year for subscriptions, the remainder \$1.50; none, \$1; 50% charge extra for outside subscriptions; 109 do not use patent insides; 50% are 6-column, 45% 7-column papers; large variations in prices for bank statements are shown; 65% find their advertising rates pay the cost of producing; 17 don't and 25 don't know.

Average wages of operators in 1924 were \$28.75 a week, against \$31.90 in 1923; foremen \$34.90 against \$37 in 1923; printers \$28.80 against \$32.20 in 1923. Of 137 shops, 71 have apprentices, 66 not.

♦ ♦ ♦

NOT A CROSS-WORD PUZZLE, EITHER!—The bulletin of the Trade Press Publishing Co., Milwaukee says: "NPJ" Is a Three-Letter Word Meaning "Ideas."

MORE ADVERTISING

NOT PAYMENT OF COSTS, BUT A TAX!—Southern Newspaper Publishers' *Bulletin* under this head says: "The second-class postal zone rates are a tax on advertising, and not a schedule of rates to cover the cost of transportation. It costs the government the same to carry a printed page of news as it does a printed page of advertising. The rate for the news part of a daily newspaper is 1½ cents per pound anywhere in the United States. The zone rate is more for that part of a newspaper comprising advertising. * * * *Of all the wartime taxes, this tax on advertising is the only one that has not been reduced or removed.* When you convince your Senators and Representatives that they are perpetuating a tax on advertising, there may be a new chapter in the story of postal rates."

BONUS AND COMMISSIONS—Association of Newspaper Advertising Executives' survey excerpts: Many newspapers are admittedly battling with the problem of equitable remuneration for advertising solicitors; a large proportion continue to pay straight salaries, not having been able to work out suitable plans, although favoring them. Thirty-five of 110 prominent papers pay extra remuneration in some form; 20 reported definite successes, failures, none. Papers paying bonus admit the following employees to share:

Complete advertising department	12
All advertising salesmen, but not executives	7
Display department only	7
Classified department only	3
Advertising executives only	2
Adv. Dept. and other Dept. heads	2
All departments	2

Reports covering the basis of the extra remuneration were not definite in every case. Although a statistical summary of this

question is difficult, one of a reasonably accurate character is:

Based upon increased business	13
Special contests, special pages, commission on contracts, etc.	7
Percentage of net profits earned	3
Basis changed from time to time	3
Based upon increased revenue	1
Based upon length and quality of service	1

Adopting vs. Adapting Ideas

DIFFICULTIES IN THE USE OF A SUCCESSFUL
WESTERN CIRCULATION PLAN IN
EASTERN CITY

A METHOD worked in the printing-publishing field successfully in a certain section, may not work as well in another part of the country, especially if not changed to suit, because of the marked differences in the point of view of the residents; and this should be borne in mind by printer-publishers, according to Jonathan F. Comstock, publisher of the Cranston, (R. I.) *News*, in recent correspondence with "NPJ".

Few publishers so persistently search and use the experience items and stories in "NPJ," as Mr. Comstock. He makes good use of ideas he finds in other sources of information.

There has been a percentage of mistakes, he states, in adopting methods, as might be expected. The incident which suggested, as an experience for the benefit of fellow printer-publishers, a word of caution with regard to fitting ideas to the peculiarities of a particular section, is as follows:

SOME months ago, "NPJ" published a cut of a "mourning card of envelope" plan for renewing subscriptions and effecting prompt collections in advance. R. G. Weisel, Corning (Ia.) *Adams County Free Press*, has been using this successfully for some time. The card, it will be remembered, announces that the subscription "had died owing to lack of financial aid," and would be brought back to life on payment of the subscription price.

"NPJ" heard from a number of readers who had successfully used the plan—one day last month Mr. Comstock reported that it made him some trouble. And he concludes that while westerners would "see the point" of the plan, some of the people in his section, in the "east of the east," couldn't see the humor of it at all. And in one case a card was sent to a lady who had just lost her husband, and she felt offended. Another woman was ill and expressed displeasure with the card.

MR. COMSTOCK is at present using successfully (although an occasional difficulty has come up) offers of loving cups to the most popular police officer, the most popular teacher, etc., which, he reports, have materially increased circulation and news stand sales.

"The latest idea," he writes, "is to give away 10 per cent of our increased circulation revenue, during 30 days, in cash prizes to the favorite school teachers of Cranston; \$20 in gold for the first prize, and all teachers who have a total of 2,500 or more votes get a gold piece according to the number of their votes."

Co-Operative and General

DISCONTINUES ASSOCIATION AD-OFFICE—The Nebraska Press Association, following ample experiment, discontinues its commercial advertising soliciting department,

"NPJ" ROUND TABLE

(CONTINUED)

but the manager, Miss Hanson, will do similar the work on her own account. The association office will continue to take care of political advertising for members, and any present unfinished contracts. Reasons for the action are: Lack of uniformity in rates of member papers, disposition of advertisers to discredit circulation statements, differences in rates offered to advertisers direct and quoted to the association for selling.

R. F. R. HUNTSMAN, President of the Brooklyn (N. Y.) *Standard-Union*, has just published a signed advertisement in trade papers, containing a fine cut of W. F. Reynolds, advertising manager, and a tribute to his 40 years' service on that paper.

MAY AD-PROSPECTS—Listed by Bonnet-Brown circulars: National Bicycle Week, Mother's Day, 10th; Better Homes, 10-16; beauty parlors, sport goods, bridal gifts, National Poppy Day, Memorial Day. (And, lots of prospects for the job department in every one of them—ED. NOTE.)

Local Advertising Field

WHEN THE Central High School basketball team was chosen to represent Evansville (Ind.) in the state tournament, it was big news. *The Courier advertising manager saw it, too.* He sold business men in non-competitive lines the idea of boosting the team, the city and their stores, on the day before the game. The way to do it was to print individual ads, extolling the players, etc., using a cut of one of the players and a brief biography in each advertisement. Five were sold, each 4 columns by 9 inches.

GETS AUCTION ADS—A. S. Hillyer, Sunnyside (Wash.) *Sun* goes after this business specially. The most successful auctioneer in the city has his office in the *Sun* building. (He proves a great news-source, as may be expected.) Tips of forthcoming auctions are followed up. If the sale is likely to bring, say, \$1,500, a small ad in the *Sun* is suggested, with postals to farmers within 8 miles. A \$3,000 sale means a quarter-page ad and large dodgers, a \$5,000 sale, a 4-column, and still larger dodgers, etc. A great deal of job printing comes out of this effort.

GRAYVILLE ILLINOIS

THE MERCURY-INDEPENDENT

Rate Card No. 5.
Published Every Thursday
Issued Jan. 1, 1924

AT THE JUNCTION OF FIVE COUNTIES	WHITE, EDWARDS, WABASH IN ILLINOIS POSEY AND GIBSON IN INDIANA	THE HEART OF THE WABASH VALLEY
---	---	---

1—ADVERTISING RATES

Display, per column inch, flat ... \$0.25
Composition, extra, per inch 05
Classified, per word, flat 01½
Readers, per line, 8 or 10 point 10
Readers, 1000 lines, per inch 30
Readers, first page, per line 15

Unsigned readers marked "Advertisement."

No display advertising on first page.
Minimum for full position advertisements:
Display, 12 inches, or contract.
Readers, 20 lines, or contract.
Contracts must be completed within one year from date of first insertion.

2—COMMISSION AND CASH DISCOUNT

Agency commission, 15 per cent.

Cash discount, 2 per cent.

Cash discount date 10th of month following insertion.

3—MECHANICAL REQUIREMENTS

Width of column, 13 ems picas or 12 point.
Depth of column, 20 inches.
Six columns to page.

Eight pages, all home print.
Copy must be received by Tuesday night for insertion same week.
Can use mats up to half page.

4—CIRCULATION

Circulation
Local newspaper.

Circulation, local, throughout the heart of the Wabash Valley.
Only newspaper published in Grayville.

5—MISCELLANEOUS

Advertising subject to approval.
Mercury established 1888; Independent established 1858; consolidated August 1, 1919.
Subscription price, \$1.50 per year, in ad-

vance.
Other publications, none.
Published by Grayville Publishing Co., Inc.,
W. J. Seil, president; N. B. Seil, secretary-treasurer.
Non-partisan; political ads accepted.

(Over)

THIS RATE CARD MEETS APPROVAL

Publishers Seil of Grayville (Ill.) *Mercury-Independent*
Complimented Upon It by Advertisers and Publishers

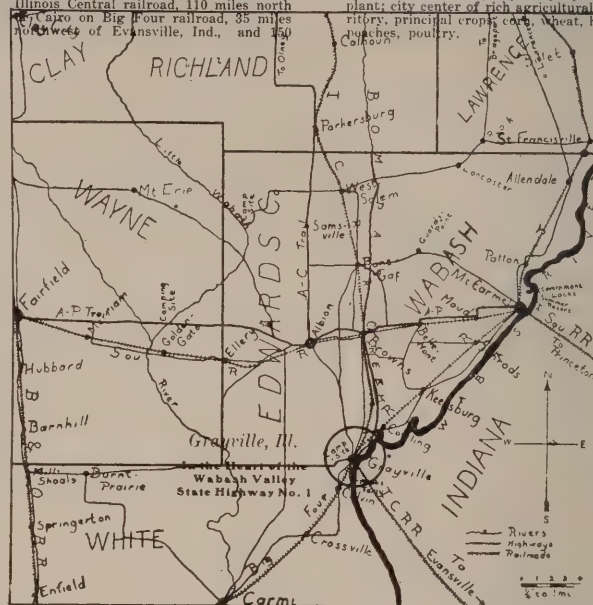
GRAYVILLE, ILL.—Home of The Mercury-Independent

Population—January, 1925, 2,000. Grayville and the surrounding community are practically all American, with very few Negroes and very few foreign-born, all high class citizens. No labor trouble or agitators here.

Location—On Wabash river, east border of Illinois, 268 miles south of Chicago, on Illinois Central railroad, 110 miles north of Chicago on Big Four railroad, 35 miles north of Evansville, Ind., and 150

miles east of St. Louis, Mo., within easy motoring distance of both Southern and L. & N. railroads.

Principal Industries—Garment factory, municipal water and light plant, pearl button factory, three gravel plants; planing mill, flour mill, two elevators, concrete block factory, large poultry packing plant, city center of rich agricultural territory, principal crops, corn, wheat, hay, clover, poultry.



REVERSE SIDE OF THE SEIL RATE CARD

Data About the Community of the Mercury-Independent
Including Sectional Map, Presents Values



SPRING-Y DOUBLE TRUCKS—Recent issues of the *Bergenfield* (N. J.) *Saturday Review*, mostly 16-pagers, show a record breaking amount of realty, sub-division and builders' advertising. One double-truck featured a new sub-division, the advertising including twelve firms in building, hardware, and similar lines, directed to prospective buyers of lots.

EVEN THE BARBER—Country Publisher tells of a western paper which at the opening of a new bank building, carried advertisements of everyone connected with the structure, even the barber who took care of the heads of the workmen.

BARGAIN DAY FOR ADVERTISEMENTS—A Minnesota weekly offered 50 per cent off on its rates if merchants would stage a half-price sale, and sold 60 merchants.

"WHY DO YOU ADVERTISE?"—In a 4-column, 13-inch promotional ad, the Moberly (Mo.) *Monitor-Index* asked this question of its advertisers: "Do You Advertise for Results, or Just to be a Good Fellow?"

HOME BUILDING WEEKLY—The Lowell (Mass.) *Evening Leader* has started publication of a Saturday "home building" tabloid supplement.

BOOSTS LOCAL FACTORY and sells 2,200 inches of local ads. The *Andalusia* (Ala.) *Covington News* accomplished this, reports E. E. Jackson, associate editor, by publishing a 20-page edition of the *Andala Co.*, underwear factory, on its second birthday. It is a leading industry of the little town. The merchants included congratulations to the factory with their offerings.

Classified Advertising

BUILDING UP A DEPARTMENT—Clarence C. Holton, Courtland (Ala.) *Lawrence County Times* and *Moulton Advertiser*, carried no classified in his weekly at all, in January, and then decided to launch a department. He tells how: "We ran a quarter page ad announcing that for February only, in order that the people might have an opportunity of testing the worth of such ads, and to demonstrate the pulling power of our medium, we would accept any want ad which did not exceed 25 words for ten cents—one thin dime—per insertion. To get a start we solicited a few and advertised a little junk ourselves

Chieftain Bond

THE PRINTER'S ANGLE! What would you think of a paper whose quick drying qualities eliminated the need for slip sheeting? What would you think of a bond so uniform in thickness as to make excessive make-ready a thing of the past, so even in texture as to make offset printing on it a joy? If you want to try such a paper, and find out what you would think, put your next hard job on CHIEFTAIN BOND. This is the all 'round bond. It is, therefore, as near standardized as a paper can be. The result is a sheet that makes its biggest hit with the printer in the way it works on the press.

"Note the Tear and Wear as well as the Test"

DISTRIBUTORS

ALBANY, N. Y.	Potter-Taylor Paper Corporation	OKLAHOMA CITY, OKLA.	Kansas City Paper House
BALTIMORE, MD.	Barton, Duer & Koch Paper Co.	OMAHA, NEB.	Field-Hamilton-Smith Paper Co.
BOSTON, MASS.	W. H. Claflin & Company	PHILADELPHIA, PA.	D. L. Ward Company
BRIDGEPORT, CONN.	Lasher & Gleason, Inc.	PITTSBURGH, PA.	Potter-Brown Paper Co.
BUTTE, MONT.	Minneapolis Paper Co.	PORTLAND, OREGON	Blake, McFall Co.
CHICAGO, ILL.	Parker, Thomas & Tucker Paper Co.	PROVIDENCE, R. I.	Paddock Paper Co.
CINCINNATI, OHIO	Standard Paper Co.	PUEBLO, COLO.	Colorado Paper Co.
CLEVELAND, OHIO	Petrequin Paper Company	RICHMOND, VA.	Richmond Paper Company
DALLAS, TEXAS.	E. C. Palmer & Co., Ltd.	ROANOKE, VA.	Caldwell-Sites Co.
DENVER, COLO.	The Carter, Rice and Carpenter Paper Co.	ROCHESTER, N. Y.	Hubbs & Hastings Paper Company
DES MOINES, IOWA	Carpenter Paper Co. of Iowa	ST. LOUIS, MO.	Acme Paper Company
DETROIT, MICH.	Whitaker Paper Co.	ST. PAUL, MINN.	E. J. Stilwell Paper Co.
DULUTH, MINN.	Peyton Paper Co.	SAN ANTONIO, TEX.	San Antonio Paper Co.
HOUSTON, TEXAS	E. C. Palmer & Co., Ltd.	SAN FRANCISCO, CALIF.	General Paper Company
INDIANAPOLIS, IND.	Century Paper Co.	SPOKANE, WASH.	Spokane Paper & Stationery Co.
KANSAS CITY, MO.	Kansas City Paper House	SPRINGFIELD, MO.	Springfield Paper Co.
LANSING, MICH.	Dudley Paper Co.	TACOMA, WASH.	Tacoma Paper & Stationery Company
LOUISVILLE, KY.	Southeastern Paper Company	TAMPA, FLA.	E. C. Palmer & Co., Ltd.
LOS ANGELES, CALIF.	Western Pacific Paper Co.	TOLEDO, OHIO	Ohio & Michigan Paper Company
MILWAUKEE, WIS.	Allman-Christiansen Paper Co.	WASHINGTON, D. C.	Barton, Duer & Koch Paper Co.
MINNEAPOLIS, MINN.	Minneapolis Paper Co.	WILKES-BARRE, PA.	D. L. Ward Co.
NEW ORLEANS, LA.	E. C. Palmer & Co., Ltd.	WORCESTER, MASS.	Charles A. Esty Paper Co.
NEW YORK CITY	F. W. Anderson & Co.		

EXPORT—NEW YORK CITY—American Paper Exports, Inc., and Parsons & Whittemore, Inc.
 ENVELOPES—WAUKEGAN, ILL.—National Envelope Co., Div. United States Envelope Co.
 WORCESTER, MASS.—Logan, Swift & Brigham Envelope Co., Div. United States Envelope Co.

NEENAH

PAPER COMPANY

Neenah, Wisconsin

Makers of
 OLD COUNCIL TREE BOND
 SUCCESS BOND
 CHIEFTAIN BOND
 NEENAH BOND

Check the  Names

WISDOM BOND
 GLACIER BOND
 STONEWALL LINEN LEDGER
 RESOLUTE LEDGER
 PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



Improved Metal Reduced Dross Saving in Fuel

*Guaranteed to
Newspaper Plants
Using*

The MONARCH MONOMETER RE-MELTING FURNACE



It will re-melt your type metal, slugs, rules, etc., with a minimum of dross, thereby retaining the tin which is essential for a sharp, clean-cut type face.



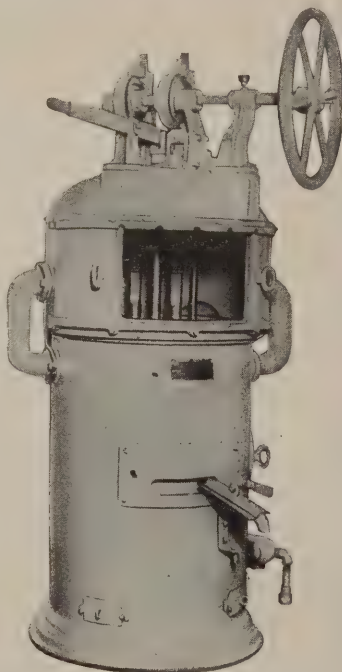
THE saving in fuel and dross will pay cost of "Monometer." It is built to last a lifetime.



THE "Monometer" is built in standard sizes of 500, 1,000 and 2,000 pounds and up to 5 ton capacity.



WATER cooled molds mounted on carriages are supplied to meet the requirements of your plant.



Write for Descriptive Catalog "N" and references

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

"NPJ" ROUND TABLE

(CONTINUED)

and got up altogether around a quarter of a column. Next week we duplicated that ad and ran a front page box. Business picked up promptly. In February we ran 231 separate and distinct ads which netted us \$23.10. When the time of the special offer expired, we ran another front page box calling attention that want ads were now one cent per word and pulling fine. Many of those who took advantage of the ten-cent offer let the ad stand at the new price and many others got their hat in the ring. Recently we carried a column and three-quarters of wants, set solid, more than half of which were "tfs." We expect the want column to remain a regular and profitable part of our paper. We simply gave the folks a chance to try them at low cost, and the idea 'took'."

WANT-AD SAMPLING CAMPAIGN—The Frankfort (Ind.) News proved the worth of its classified advertising department by offering to run ads free, advertising the stunt in its own columns. A page was filled. Unusual results obtained by advertisers on the page were featured in subsequent issues.

Non-Local Advertising

ASSOCIATION FIELD MAN—The Washington (State) Press association on April 1 put out a field man to develop

advertising for members from manufacturers and distributors located in the state and vicinity. Interested members are compiling information to answer advertisers' questions as to various localities. The field will be extended.

WHAT DAY OF THE WEEK?—A large daily's survey shows that national advertisers use 23.8 per cent of the total "foreign" space on Wednesdays, 23.6 on Tuesdays, 20 on Thursdays, 15.2 on Mondays, 12.2 on Fridays and 5 per cent on Saturdays.

UNIT MARKET OFFERED—Four South Carolina papers are issuing the *Piedmont Retailer*—the *Greenville News*, *Spartanburg Herald-Journal*, *Anderson Mail* and *Greenwood Index-Journal*. They offer co-operative merchandising service and data for the section.

Largo (Fla.) Sentinel Rate Card

One Page, per issue.....	\$30.00
Three-quarter Page, per issue.....	22.50
One-half Page, per issue.....	15.00
One-quarter Page, per issue.....	7.50
One Column, per issue.....	5.00
Per inch, per insertion.....	.25
Readers, per insertion, per word.....	.01
Want ads, per word per insertion.....	.01
First Page position, double price	

Positively no discount to any agency from these prices.

Medicine advertisements and other foreign advertising contracts requiring regular changing of copy or plates, and mailing of more than one checking copy will be charged 10 per cent additional.

The Largo Sentinel is the sole authority for rejection as objectionable any foreign advertising copy.

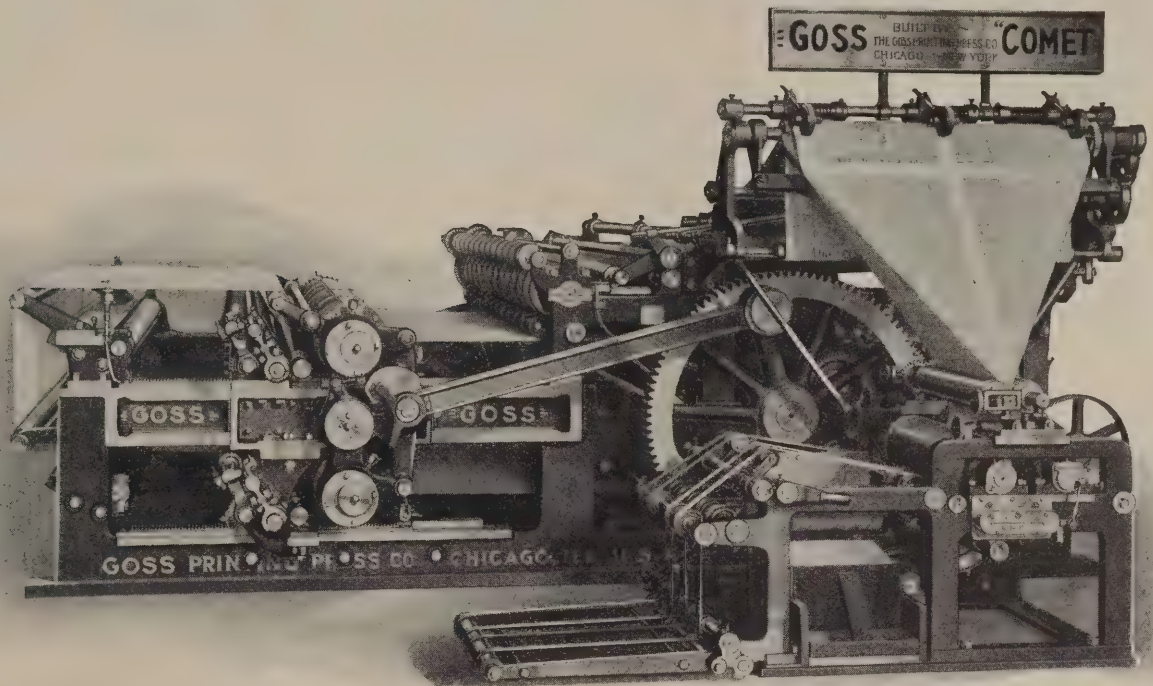
FOR THE MEDICINE-AD AGENCIES

Largo (Fla.) Weekly Sentinel Has Just Put This Into Use and May Raise Rate 50 Per Cent Shortly

TRIES OUT NOVEL PLAN—Publisher Andrew J. Fuller of the *Largo (Fla.) Sentinel*, in the Citrus Country, writes "NPJ" in contributing the above card for the **ROUND TABLE**: "Local advertising crowds our mechanical equipment. We are tempted to make an added charge of 50 per cent to medicine and foreign ads. We regard them as a nuisance. They usually maintain an elaborate checking but are apparently never quite ready to remit. We feel that our present extra 10 per cent charge only pays for extra correspondence and mailing required for such advertisements. We may be alone in this rate card, but are determined to give it a trial."

SIMPLIFIES USE OF NEWSPAPER SPACE—"I can quote you at a moment's notice," says a letter to advertisers by Lyman H. Browne, Milwaukee (Wis.) representative of the Wisconsin Daily Newspaper League, "exactly what it will cost to run ads in any or all of the newspapers of the state. One piece of advertising copy is all that we require. We prepare the ads, make the cuts, send out the orders, check the papers and render you one bill for the entire service."

GOSS COMET



You Can Also Print Quarter or Half Page Size Editions on it!

MANY GOSS Comets are kept going day and night fulfilling contracts for other publications in addition to printing daily or weekly newspapers.

With a magazine slitter mechanism and use of special chases, the Comet will print up to and including 32 pages of a one-quarter newspaper size publication—or 16 pages of a half newspaper size form.

This feature of the Comet makes it the greatest profit-producing piece of equipment you can put in your establishment.

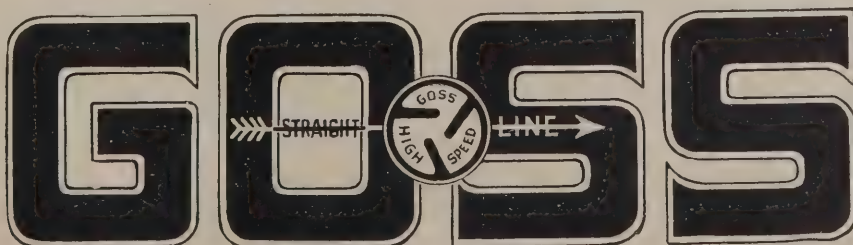
On regular newspaper work, the Comet folds as it prints 3,500 four, six or eight pages of 6, 7 or 8 column size per hour from type forms or flat stereotypes and roll paper. The column length can be 20 to 21 inches. Cut of sheet 22 inches.

12 x 12 foot floor space accommodates the press. A 5 H. P. motor will drive it. The Goss "Comet" has but half as many composition rollers as other flat bed presses and these rollers are interchangeable. It is also equipped with former, rotary folder (metropolitan press type), thumb screw inking fountains, narrow margin chases and all the other latest, patented Goss devices that have been found necessary to perfect a newspaper at lowest cost.

Built by the same mechanics and in the same shops that turn out the big presses for the world's leading metropolitan newspapers, the Goss "Comet" is likewise of the same high quality and is backed by the same reputation and the same "sleepless service" that is relied upon by the largest publishers.

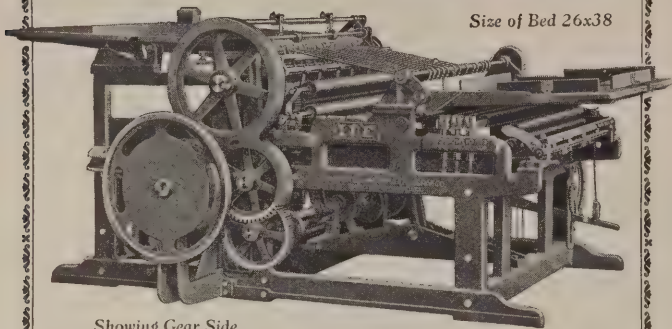
Foundation plans gladly furnished on application. Write for catalog.

THE GOSS PRINTING PRESS CO. • CHICAGO
The Goss Printing Press Company of England, Ltd., London



LEE PRESS

Size of Bed 26x38



Showing Gear Side

Simplified and Economical

Form Rollers have a positive easy-to-operate micrometer adjustment for raising and lowering, requiring no wrench—this feature is original with the Lee Press.

Grippers can be left open at any point and press started up without damaging the gripper mechanism in any way.

Feed-Guides have a self-locking micrometer adjustment, which can be adjusted while the press is running, if desired.

Feed-Board is made in two sections and hinged. Front section, to which feed-guides are attached, raises as a unit, giving clear access to the cylinder for making ready, without disturbing the register. Rear section of the feed-board also raises for easy access to form.

Bed is full 38 inches wide between the bearers—at least four inches wider than any other pony press. Will easily take two pages of a seven-column paper and handle 24x36 inch book paper, etc.

Throughout the entire printing stroke the bed is geared directly to the cylinder with but two bearings between. There is no intermediate gear on the Lee Press.

The massive Center-Girt directly under the cylinder is made extra heavy, and there are four supports under the bed on the line of impression, two of these are directly under the cylinder bearers. There can be no possible chance for spring while cylinder is on the impression.

Automatic Feeders can be easily attached to Lee Presses. Ask for full particulars.

The Lee Press has many original features and conveniences found upon no other two-revolution press, and many features found only upon presses costing a great deal more.

Write Us or Any Dealer Today for Full Particulars

The Challenge Machinery Co.

Chicago

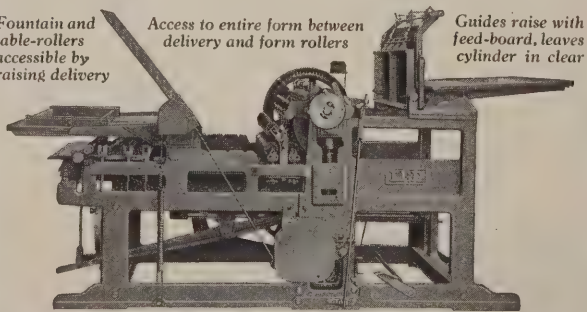
Grand Haven, Mich.

New York

Fountain and
table-rollers
accessible by
raising delivery

Access to entire form between
delivery and form rollers

Guides raise with
feed-board, leaves
cylinder in clear



LEE PRESS

"NPJ" ROUND TABLE

(CONTINUED)

WINDOW DISPLAYS SUPPORT SPACE—W. H. Robertson, Yakima (Wash.) *Republic*, installed a show case in the front entrance of the office, 8 x 7 x 3 ft., glass on all four sides, and lighted at night with a 200-c.p. lamp, in which the paper displays the goods of national advertisers using its columns while the ads run. A yearly minimum of 200 inches of space, gives one week's free display. Medical advertisers are barred. The goods must be for sale in at least three stores in the city. In soliciting business with this plan, photos of the case were sent. In the first two weeks, 18 windows were lined up. Before a display goes in, wholesalers and retailers handling the product are notified, and urged to also display the goods. News items describing displays are used. "The whole success lies in tying up the window with the advertising campaign in the paper," said Mr. Robertson.

"We Beat the Slump Bugaboo—

- by planning our summer campaign far ahead."
- by giving incentive to salesmen—contests, quotas, and bonus plans."
- by adding new lines and seeking new business outlets."
- by increasing our advertising appropriation."
- by staging well worked out direct-mail schemes."
- by increasing service to dealers."
- by paying more attention to window displays."
- by making special price reductions."
- by staging special summer drives—concentrating on one line, and so on."
- by taking advantage of seasonal opportunities."
- by refusing to concede the possibility of slumping."
- by shifting emphasis to other phases of the work—holding conventions, training new employees, preparing for fall business, and so on."

THIS "BOX" FROM SYSTEM IS HELPFUL

Can Be Reproduced in Adapted Form as Circular or Newspaper Advertising to Stimulate Job Work Now

DOUBLE-DISTILLED GALL—Now comes a cigar company, addressing a letter to one of the Inland dailies, saying that such daily has been included in a campaign for a certain cigar, but was left off the list until such paper proved it had pulling power. The company offers a ten-cent cigar for three cents. The paper is to take orders of boxes of 100 direct from the factory, so an accurate check on the results can be made. The advertising manager wrote back and said if the cigar company would send along 20 boxes he would smoke them as long as he could stand it and remit three cents for each one smoked if it proved to be a ten-cent cigar; if not, then he would kindly ask the cigar manufacturer to forget it.—*Inland Daily Bulletin*.

LIBEL—A mid-western newspaper published an advertisement for a business house, written by the latter. A third party has now sued the paper as well as the advertiser and writer of the ad in the federal court under the libel law.

ACCOUNTING : : MANAGEMENT

WHEN TO SELL NEWSPAPER PROPERTY—Anent the sale to competitors of two Scripps-Howard dailies, the Des Moines (Ia.) *News* to the *Tribune* and the Sacramento (Calif.) *Star* to the *Bee*, Roy W. Howard, chairman of the Scripps-Howard group, is quoted by *Editor & Publisher*, as follows: Red ink is not the only consideration controlling disposal of a newspaper property; when two papers, one weak, one strong, are competing with virtually the same editorial appeal, the weaker should admit the situation and go; reader confidence should not be bartered away by sale of a newspaper to a competitor of divergent editorial views; promotion money should be spent liberally when a paper is forging ahead because of editorial appeal, curtailed when that appeal is lacking.

NEWSPAPER COSTS FOR A YEAR—Herman Roe's Northfield (Minn.) *News* reports a total cost of \$14,869 for 1924, says *Among Ourselves*, the Minnesota Agricultural College bulletin. An average of 1,832 copies a week was run, with an

GARDINER METALS

Are Ideal for Newspaper Plants

THE production of a modern daily newspaper demands the use of standard metals which do not vary in quality and performance.

GARDINER METALS — standardized in purity, content and as to method of alloying — will insure uniform casting results. They can be depended upon to aid, day in and day out, in producing a clean cut attractive newspaper.

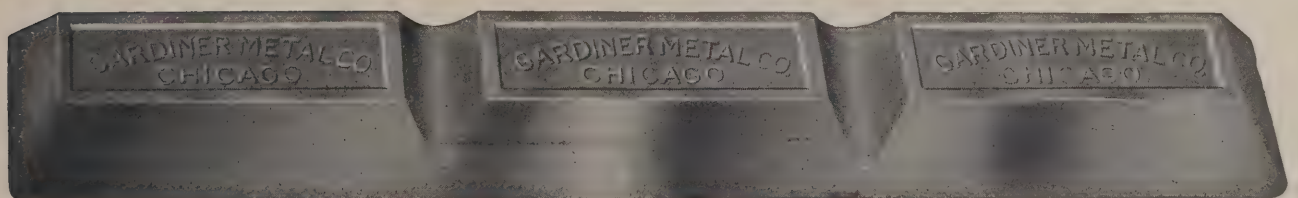
When next in need of Linotype, Monotype or Stereotype metal specify “GARDINER.” Its use will improve your printing results.

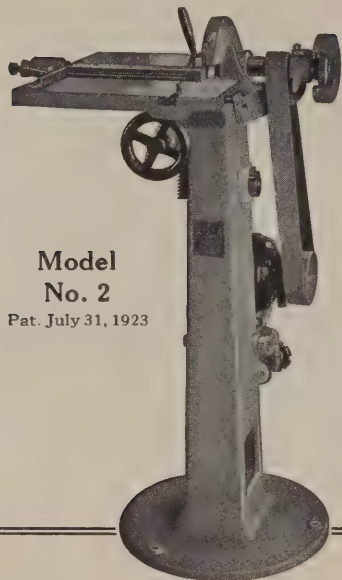
*Where Quality Metals Count
Gardiner Metals Are Used*

Gardiner Metal Company

Established 1901

1356 West Lake Street, Chicago, Ill.





Model
No. 2
Pat. July 31, 1923

Shipped
Ready
for Use



[SAW AND MITERING MACHINE]

TWELVE tabloid reasons why every printer and publisher should have a Trimmer. Compare them item for item with any other composing room saw and you will know the reasons why you should own one or more, why you should replace other saws with the Trimmer, or install one if you have none.

- 1—A positive, powerful work-holding vise.
- 2—Instantly set, self-locking end gauge.
- 3—Graduated Miter Gauge, permits mitering border without reducing its length.
- 4—Material to be cut is placed in front of gauge causing finer and smoother cutting.
- 5—Will saw and trim to less than one pica in length by points, without adding any attachments.
- 6—Ribs of slugs can be trimmed off. Our dependable work-holding vise will hold them in position.
- 7—Column cannot clog, as waste material is ejected from side, passing clear of machine.
- 8—Sawdust must go down column and not through the air.
- 9—Motor off floor and fastened on an adjustable bracket; belt "slack" can be taken up instantly.
- 10—Positively safe and fool-proof.
- 11—Heavy construction throughout, and like all efficient machines, simple mechanically, consisting of few parts.
- 12—Most economical saw for the employer, and easiest for the operator.

For the smaller plants that do not feel like paying the total price at once, we are glad to arrange convenient terms. What we want to do is to put this highly useful tool in every composing room in the country. From present indications that time is not far distant.

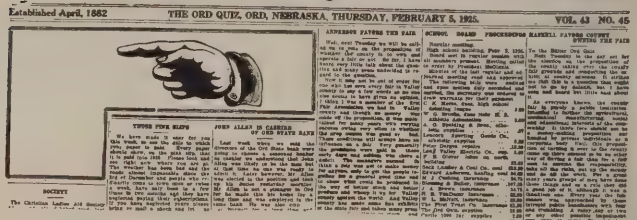
Send today for complete information. It will be more to your interest than ours.

Cheshire & Greenfield Mfg. Co.
538 South Dearborn Street, Chicago, Ill.

"NPJ" ROUND TABLE (CONTINUED)

average cost per issue of \$285.94, of which \$198.92 was mechanical cost. Cost per copy nearly 16 cents. Issues ranged from 8 to 28 pages, a total of 598 pages and an average cost of \$24.86. (This means that adding 2 pages to any issue costs \$50.) The average advertising load was 46 per cent. The *News* raised local advertising rates in April 1924 from a 25-35 cent scale to 30-40 cents.

16 Pages Section 1 **THE ORD QUIZ** 16 Pages Page 1 to 12



A BIG HAND ON PAGE ONE

Ord (Neb.) Quiz Has Been Collecting Subscription Accounts for Several Months With This Device

THEY CAME ROLLING IN, writes H. D. Leggett, editor and publisher of the *Quiz*, and many mentioned the hand. The *Quiz* runs 16 pages regularly and sometimes 20. It has adopted a flat advertising rate for all. In the blank space shown in the cut, the address label is placed. Nearby are runs items explaining that if the expiration date shows payment is due, subscribers are expected to remit.

ARE YOU WATCHING YOUR CREDITS?

LITTLE READERS ESCAPING? — From the *Inter-Mountain Press*: V. S. Fitzpatrick, Seibert (Colo.) *Settler*, found he was collecting only about 10 per cent on the small readers that come to a paper from everywhere, "please insert the enclosed ad and bill us." He says: "In every case a statement was sent for the required insertions, with a cash-in-advance policy letter. In 19 of 42 cases checks were received. The others did not reply. We figure the difference between the loss figured of \$79.20 and \$7.20 we received before adopting this policy will pay for considerable postage and stenographic work."

SELLING JOB PRINTING

NEW POSTAL RATE RESULTS — Here are facts of which "NPJ" has been apprised by readers, of special interest in the preparation and selling of job work. Postoffice officials suggest that closer watch of mailing lists will give many users of printed advertising the difference in postage; the postoffice department is swamped with orders for the regulation government postal card, to be used in place of higher-rated "private" cards; when possible, for a few weeks, postcards already out with "Place One Cent Here," etc., will be forwarded, and deficient postage collected from addressee; postoffice asked to print better grade and coated-stock postals, for half-tone printing, etc., advertisers ordering "catalogs" instead of broadside mailing pieces to get the 1-cent per two ounces rate; a catalog has been defined as not less than 24 pages (regardless of page size, and it may be self-covered), anything less takes the 1½ cent rate; many circular letters will go first class instead of third.

BUILDING SALES — A Weekly in West Virginia, when its job office is slack, sets letterheads for local merchants and farmers, and mails them with a letter, as follows: "We'll send you one thousand of these letterheads and one thousand envelopes for \$8.50, if you'll order right away." The plan is a success. — *Country Merchant*.

HAVE THE CLUB WOMEN in your town proper stationery?

Lots of job work can be sold to organizations and leaders men and women. This illustrates the possibilities: Sale of 2,000 slips to a luncheon club with the following text: "There was an empty chair at our last meeting; your chair. (A cut of an empty chair) We want you with us at every meeting."

GRATITUDE CREATES BUSINESS — A. K. Clevenger, Claremont (Va.) *Herald*, sends "NPJ" a unique "idea" item,

An Old Pressman Says:

“ I have tried others but get the Best Results from



Nº 12356
FACSIMILE IMPRESSION

WETTER

Numbering Machines ”

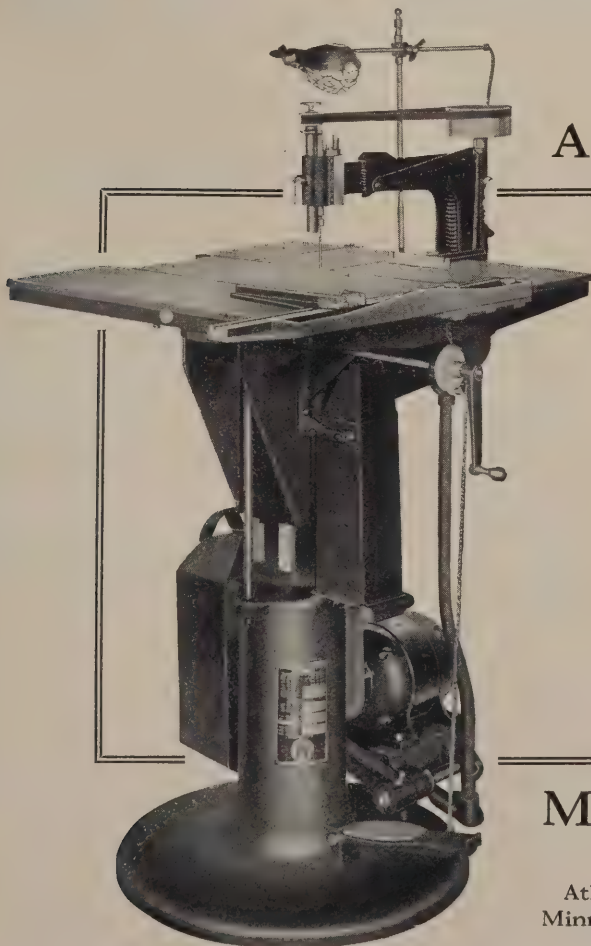
5-Wheel Machine
\$16.00

6-Wheel Machine
\$18.00

**SOLD BY ALL
RELIABLE DEALERS**

Wetter Numbering Machine Co., Atlantic Ave. and Logan St., Brooklyn, N. Y., U. S. A.

Announcing . . . A NEW MILLER SAW-TRIMMER



The Miller "Heavy-Duty"

THE MILLER "HEAVY-DUTY" is a large, heavily constructed machine, designed to handle the largest page-size stereotypes, electros and other work requiring liberal table space and extra gauge capacity. It more than doubles the size capacity of the well-known "Universal," retaining however all of the splendid Miller features which have served to establish Miller Saw-Trimmers as standard equipment in upward of 8,000 shops.

BRIEFLY, the "HEAVY-DUTY" is designed to fulfill the most exacting requirements of the modern composing room, electrotpe or engraving plant, paper box factory and allied industries. Priced attractively low. Write for complete description, prices and terms.

Miller Saw-Trimmer Company
PITTSBURGH, U. S. A.

Atlanta Boston Chicago Dallas Detroit Los Angeles
Minneapolis New York Philadelphia St. Louis San Francisco

Johnsonized

The economical machinery for the printer, binder and typesetter, thoroughly remanufactured and every machine sent out has the Johnsonized label on it, a guarantee of competent, efficient workmanship. We are proud of the reputation of Johnsonized and mighty jealous of that reputation.

Special Offerings for This Month:

One No. 2 four roller Miehle, bed 35 x 50.

One No. 3 four roller Miehle, bed 33 x 46.

One Pony Miehle, bed 26 x 34.

One No. 1 four roller Miehle, bed 39 x 53.

One Whitlock Premier four roller, bed 36 x 48, convertible delivery.

One Huber Hodgman, four roller, 45 x 56.

Also standard sizes in presses made by Whitlock, Campbell, Century, Scott and Babcock factories.

One 7 Qto. Babcock Dispatch, high speed newspaper press.

And standard sizes and makes in Drum Cylinders, one revolution style.

Two — 12 x 18, new series Chandler & Price Presses with Miller Feeders.

One — 10 x 15 New Series Chandler & Price Press with Miller Feeder.

One 50" Seybold Automatic Clamp, Power Cutter.

One 44" White Automatic Clamp, Power Cutter.

Linotype machines, Stitchers, Folders, Stereotype Equipment etc.



C. I. Johnson Mfg. Co.

*Outfitters for the Printer, Binder and
Typesetter*

Saint Paul, Minnesota



"NPJ" ROUND TABLE

(CONTINUED)



believing this of value to printer-publishers, especially in hospital towns and cities. It is a card sent by a convalescent *To All My Friends*, thanking them for visiting him while in the hospital, sending flowers, etc. The card also thanks the doctors, surgeons, and nurses, mentioning their names. Who will suggest here that here is also a new "Card of Thanks" idea for the advertising columns of the newspaper?

DO YOU KNOW?—Mr. Printing Salesman, envelopes when longer than 6½ and shorter than 10 inches, often become wrinkled in the mail.

DON'T MISS the symposium article on selling job work through advertising in your own newspaper, in this issue, up ahead.

GROCERY PAPER BAGS—Washington news is that the makers are getting together for standard sizes of these bags. Job printers may see a reminder to get after this business by selling the local grocers some new ideas for ads on the bags.

BORDERS HELP—Every printer and advertiser says so. They help in more than one way! Among others, the Scott Linotyping Co., Boston (Mass.) is finding it good salesmanship to issue circulars showing its full line of Linotype borders and decorative materials. The idea stimulates users of printing to buy more often and more promptly.

PRODUCTION NOTES

HOUSECLEANING TIME—"I was rich in junk," said one of the associate editors, the other day, on finishing a clean-up of his desk, and added: "Clean out your mind, your desk and your shop. DISPOSE OF EVERYTHING THAT IS NOT WORTH PAYING RENT FOR." That's complete, isn't it, as a house-cleaning policy!

LEE STRING GROWS—Noted for its superior production policies and methods, the Lee Newspaper Syndicate has added the Mason City (Ia.) *Globe-Gazette*. The other members are: Davenport (Ia.) *Times*, of which the syndicate's president, E. P. Adler, is in direct charge; Ottumwa (Ia.) *Courier*; Muscatine (Ia.) *Journal*; Madison (Wis.) *State Journal*; LaCrosse (Wis.) *Tribune*, and Hannibal (Mo.) *Courier-Post*. Will F. Muse continues as editor at Mason City, and Lee P. Loomis for 10 years publisher of the Muscatine Journal, becomes business manager.

REBUILDINGS; NEW HOMES; ADDITIONS

Los Gatos (Calif.) Mail News—To build.
Woodland (Cal.) Democrat—To build.
Brush (Colo.) Tribune—In new home.
Denver (Colo.) Press Club—To build.
Mount Vernon (Ill.) Register News—Building new home.
Shreveport (La.) Journal—Enters new \$207,000 newspaper and printing plant.
Boston (Mass.) Christian Science Monitor—Added photoengraving department; everything electrically operated.
Grand Rapids (Mich.)—Booth Publ. Co., capital stock increase to \$10,000,000, partly for new publishing buildings for Booth chain of newspapers.
Niles (Mich.) Daily Star—To build.
Breckenridge (Minn.)—Gazette Telegram—Installed Chandler & Price jobber with latest series Kluge automatic feeder and Cheshire & Greenfield Trimmer.
Sauk Centre (Minn.) News—In new home.
Tracy (Minn.) Headlight Herald—Installed Addressograph machine and plates.
Kansas City (Mo.)—Joseph D. Havens Prtg. Co., building, \$100,000, June 1.
LeRoy (N. Y.) Gazette News—To build.
Mamaroneck (N. Y.) Times—To build.
Cleveland (O.) Times—In new home.
Pomeroy (O.) News—Bought new home.
Scranton (Pa.) Times—Building home.
Canyon (Tex.) Randall County News—Building home.
Salt Lake (Utah) Tribune—Composing room enlarged.
Pavilion (W. Va.) Press—Bought site.
Madison (Wis.) State Journal Co.—Stock increased to \$300,000.

SERVICE IS EXTENDED—The Tracy (Minn.) *Headlight-Herald* is operating a new department handling circular and similar advertising matter from preparing copy to mailing it, and including a sizeable mailing list and address equipment. Tracy has 2,700 population in a dairy and farm district.

PUTS IN IMPROVEMENTS CONSTANTLY—Maj. R. L. Vandewater, publisher of the Hempstead (N. Y.) *Sentinel*, says: "If there's ever a system, plan or idea that I can put



THE BEST advertising minds condemn poor printing as a liability, whereas they endorse finely printed literature as one of the best assets a maker of quality products can build. It is significant that *Westvaco* Brand papers are used extensively by the leaders in the advertising fraternity. The *Westvaco* laboratories are unceasing in their efforts to merit this endorsement from the "laboratory of experience."

WEST VIRGINIA PULP & PAPER COMPANY • NEW YORK AND CHICAGO

See Reverse Side for List of Distributors

THE MILL PRICE LIST

Distributors of Westvaco Mill Brand Papers

Manufactured by West Virginia Pulp & Paper Company



<i>Atlanta</i>	The Chatfield & Woods Co.	<i>Nashville</i>	Graham Paper Co.
<i>Augusta, Me.</i>	The Arnold-Roberts Co.	<i>New Haven</i>	The Arnold-Roberts Co.
<i>Baltimore</i>	Bradley-Reese Co.	<i>New Orleans</i>	Graham Paper Co.
<i>Birmingham</i>	Graham Paper Co.	<i>New York</i> . Beekman Paper and Card Co., Inc.	
<i>Boston</i>	The Arnold-Roberts Co.	<i>New York</i> . West Virginia Pulp & Paper Co.	
<i>Buffalo</i>	The Union Paper & Twine Co.	<i>Omaha</i>	Carpenter Paper Co.
<i>Chicago</i>	Bradner Smith & Co.	<i>Philadelphia</i>	Lindsay Bros., Inc.
<i>Chicago</i>	West Virginia Pulp & Paper Co.	<i>Pittsburgh</i>	The Chatfield & Woods Co.
<i>Cincinnati</i>	The Chatfield & Woods Co.	<i>Portland</i>	Blake, McFall Co.
<i>Cleveland</i>	The Union Paper & Twine Co.	<i>Providence</i>	The Arnold-Roberts Co.
<i>Dallas</i>	Graham Paper Co.	<i>Richmond</i>	Richmond Paper Co., Inc.
<i>Des Moines</i>	Carpenter Paper Co.	<i>Rochester</i>	The Union Paper & Twine Co.
<i>Detroit</i>	The Union Paper & Twine Co.	<i>Sacramento</i>	Blake, Moffitt & Towne
<i>El Paso</i>	Graham Paper Co.	<i>St. Louis</i>	Graham Paper Co.
<i>Houston</i>	Graham Paper Co.	<i>St. Paul</i>	Graham Paper Co.
<i>Kansas City</i>	Graham Paper Co.	<i>San Francisco</i>	Blake, Moffitt & Towne
<i>Los Angeles</i>	Blake, Moffitt & Towne	<i>Seattle</i>	American Paper Co.
<i>Milwaukee</i>	The E. A. Bouer Co.	<i>Tacoma</i>	Tacoma Paper & Stationery Co.
<i>Minneapolis</i>	Graham Paper Co.	<i>Washington, D. C.</i>	R. P. Andrews Paper Co.
	<i>York, Pa.</i>		R. P. Andrews Paper Co.



"NPJ" ROUND TABLE (CONTINUED)

in my business that will save me time and money, I want to see it in working order in 24 hours." He is using the Addressograph now to address the *Sentinels*, imprint subscription record forms, address renewal notices, imprint job tickets and ledger cards, address direct mail advertising for his job printing department, for his advertising department and for local and national advertisers; and, heading and dating statements in all departments. One local institution to use his job department in conjunction with the addressing system is a wealthy country club with 325 members, constantly issuing cards, announcements and bulletin, as many as fifteen pieces a week. He sold this service by telling the club officials about his new system.

FARM LETTERHEADS—"They should be gotten up and printed with the idea of expressing the dignity and utility of the farming industry. Strength, clarity, absence of heavy blacks and of bad cuts and ornaments, and a really good stock (white or slight tint) are items to adopt. Do not accede to 'catalog' tastes, but tactfully steer away from them. Show the farmer that his letterhead goes out like a representative of the nature and character of his business, and becomes a factor in the attitude of the whole public toward the whole farming industry." (*From a letter to a student of an agricultural college, asking "NPJ" for advice.*)

PUTS ON "REVERSE ENGLISH"—Nebraska press association folks supported a plan for a school printing plant at the State University in Lincoln. Recently a local printer there lost a \$5,000 contract in competition with the University plant. Now the Nebraska Press Association is called on to either have the plant removed or have it kept within its bounds,—a school plant. Wisconsin, Colorado and other states recently have defeated plans before legislatures for state-owned plants.

SLUGS PRINT BETTER—Slug casting machine composition, if run with the slugs parallel to the cylinder, often show up better, as otherwise the cylinder strikes the slugs end-to, making edges strong and centers weak.

MANUFACTURING SERVICE

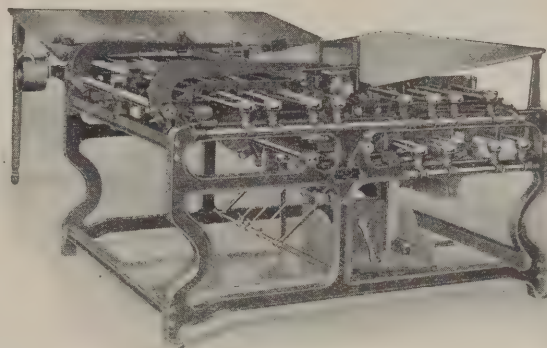
ACTUAL EXPERIENCE—Title of a recent Miehle-Vertical publication, with the Edward Stern & Co. (Philadelphia, Pa.) plant as the subject. A year's business is worked out, figures and all. (Nearest Miehle branch will send a copy on request.) M. N. Weyl, president of Stern's says: "I have in mind the smaller printer whose business is mostly letterheads, stationery and small circulars. Every now and then this sort of printer takes a job he can't do on his presses and is compelled to farm out the presswork. He could have done it on a Vertical. And if he had the Vertical, he'd take a lot of other jobs that he now lets alone."

AFTER THE SALE IS CLOSED—The present-day recognition of the ideal of Service, particularly in the case of concerns manufacturing and servicing in the printing-publishing field, is well illustrated by the services of the Mergenthaler Linotype Co. An analysis of these, even a listing of them, presents an extensive picture. The company, for one thing, endeavors to show the printer the resources available in the machines. The *One Line Specimen Book* is a concise index for quick comparison of Linotype faces in all sizes; The *One Line Supplement*, is a loose-leaf binder with more complete showings of important type families; *Linotype Decorative Material*, is another publication, and then there is the *DeLuxe Specimen Book*. The *Manual of Linotype Typography* is the work of seven years, a fine book, and wholly useful as a manual for every-day reference in operation and production. The Linotype Company maintains a typographic reference library at 29 Ryerson St., Brooklyn, (N. Y.) which is ever-available to customers. This is a remarkable collection. No attempt is here made to cover the full gamut of the services, and only a mention is possible of the Linotype school work of the company.

PRINTERS' ROLLERS—"The roller of yesterday traveled at the rate of 50 revolutions per minute, while the roller of today used in a high-speed rotary press is compelled to travel at the rate of 400," writes Charles S. Utz, Jr., Milwaukee Printers' Roller Co., in the *Craftsman's Bulletin*. "Today, a 5-inch roller that is over 10 feet long can be cast correctly to .003-in. Today the cry is for more speed and more impressions

Mentges Folders

Ideal for Small Newspapers



Mentges Newspaper and Periodical Folders are not experiments. They represent a manufacturing ideal—real folding machine service at minimum cost.

Hundreds are in operation in newspaper plants throughout the country

The No. 2 machine shown in the illustration is accurate, efficient, easily adjusted and very substantial. Will handle periodicals as well as newspapers. Very moderately priced.

There is also a complete line of Mentges Circular, Job and Book Folders, ranging in size from 12½ x 19" to 25 x 38".

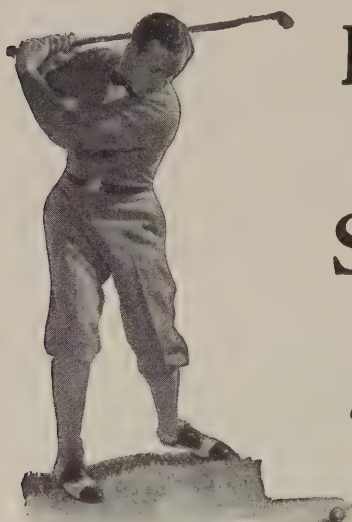


Write for Detailed Descriptions



Mentges Folder Company
Sidney, Ohio

"Builders of Profitable Folding Machinery"



French Lick Springs Hotel

*The All Year
Convention
Site*

WITH the completion of its 1500-seat convention auditorium, occupying the ground floor of the new wing of the French Lick Springs Hotel building, this delightful resort, in the Cumberland foothills of Southern Indiana, steps into first place among America's convention sites.

You Get More Accomplished

At French Lick Springs all the participants in your convention activities are housed under one roof—in the magnificent modern hotel building. This means full attendance and prompt disposal of all matters under consideration. It means elimination of taxicab and other expenses. It means more time for amusement and recreation.

Two 18-Hole Golf Courses

Here are two of America's best-liked golf courses: one, an easy, older course practically at the hotel doorstep; and the other, the celebrated new Upper Course where Walter Hagen won the 1924 professional championship. Convention delegates may play either course; and, if desired, special championship tournaments will be arranged.

Tennis, Swimming, Horseback

Two well-kept tennis courts. A swimming pool in the bath department where one can go for a refreshing plunge or for any of the many therapeutic bath treatments. A special bath department and swimming pool for ladies. A large stable of thoroughbred saddle horses. These are some of the diversions that French Lick Springs provides.

Miles of Alluring Countryside

To the person who is disposed to hike or ride horseback for recreation, the miles of winding trails through forest and meadowland make French Lick Springs unforgettable. And while many who come to French Lick Springs do not partake of the curative Spring waters that gush forth from the ground on the hotel property, there are hundreds who find new health and invigoration in the famous Pluto, Bowles and Proserpine Waters.

Tell Us Your Requirements

Write today, stating the time when your convention will be held and the accommodations you will require. We believe we can convince you that the many advantages afforded by French Lick Springs Hotel will make it the most desirable place you could possibly select. And remember this: French Lick Springs Hotel is ideal in every way for the small meeting as well as the large convention. Rooms and meals are included in the rate you pay. Costs are definitely known in advance. Do yourself and your organization the justice of asking for all of the facts about French Lick Springs now.

ADDRESS CONVENTION SECRETARY

FRENCH LICK SPRINGS HOTEL CO.

French Lick, Indiana

"The Home of Pluto Water"



"NPJ" ROUND TABLE

(CONTINUED)



per hour. It is safe to say that production has increased five-fold in the past 50 years. This is due primarily to automatic machinery. It is impossible to do good printing with inferior rollers."

CROSS WORD PUZZLES—American Type Founders Co. is out with fonts—24, 18 and 12 point,—enabling the composition of cross word puzzles. Each size font is put up to make a square and figures are supplied from 1 to 100. These superior figures are cast on smaller body than the pieces forming the lines and characters for the black or shaded places; there are special spaces for quick justification. A small quantity of brass rule and a set of miters are also furnished to complete the square. Cross Word Puzzle Answers in 10 and 12 point sizes are put up on same basis as puzzle fonts. The letters A to Z are furnished in sufficient quantities for the average puzzle.

UNIVERSAL LINER—The Thatcher Co., Cleveland, is out with a liner-set fitting all models of Linotypes. Nine pieces in each enable operators to set slugs in any one of 52 measures from 4 to 29 picas wide eliminating sawing of slugs.

BERNARD J. GROLL has joined the Ortleb Ink Agitator Co., St. Louis, as secretary and sales manager. New circulars describe tests showing ink savings of from 25 to 30 per cent by the use of the Ortleb.

ROUND-HOLE PERFORATING—The F. P. Rosback Co., announces a rotary device. Here's a paragraph: "Suppose a job of bank checks comes your way—6, 12 or 24 checks up to be cut into pads of three up. Twice through the Rosback Rotary, feeding 5 sheets at a time would be the basis of your estimate. The end perforation at one operation and the perforations between checks and slitting into sheets of three checks at the other operation. From this you can see how it cuts your production costs, and at the same time you give your customer a round hole job, clean cut and absolutely true register."

PUBLISHERS ARE GREETED—The *Linotype News* issued a special edition at the Waldorf-Astoria during the various publishers' conventions in New York in the week of April 20, and the company filled the East Room of the famous hotel with exhibits of Models 8, 14, 9, 24, 22, 25 and 26. A 42-pica machine was in daily operation. It was evidenced that the plural distributor Models 25 and 26, introduced just a year ago, are already in use in every part of the Country. "NPJ" learned that W. G. Johnston, Worland (Wyo.) *Grit*, is successfully using a 26. Worland has but 1,200 people.

CUTLER-HAMMER MFG. CO. has consolidated its two New York City offices at 8 West Fortieth St. The former locations were 50 Church St., and Times Bldg., which was headquarters of the printing equipment sales-engineering staff.

COCHIN—The Monotype company has issued two new folders of beautiful design, by David Henry Mallalieu, showing the complete Monotype *Cochin* type family, designed by Sol Hess.

CLINE ELECTRIC MFG. CO., Allen J. Cline, President, announces removal of its main offices on its twelfth anniversary, from the Fisher Bldg. to the Conway Bldg., Chicago.

LANSTON MONOTYPE—Announced new Giant Monotype Caster at the A. N. P. A. convention, designed to carry out an "absolute Monotype Composing Room System."

ASSOCIATION PROGRESS

WHEELBARROWS—A local U. T. A. bulletin in the East has the following, of interest to all association workers: "There are some members we are forced to call one of our wheelbarrows. You know, a wheelbarrow has no motive power of its own, it has to be pushed. Are you a wheelbarrow or are you one of the kind that has his own motive power and is helping to push others along the right road?"

Dates for Publisher-Printers

INLAND DAILY PRESS ASSOCIATION, 21-27, West Baden, Ind. Members of the Southern and Indiana Republican Editorial Association to attend; many features on program and for entertainments.

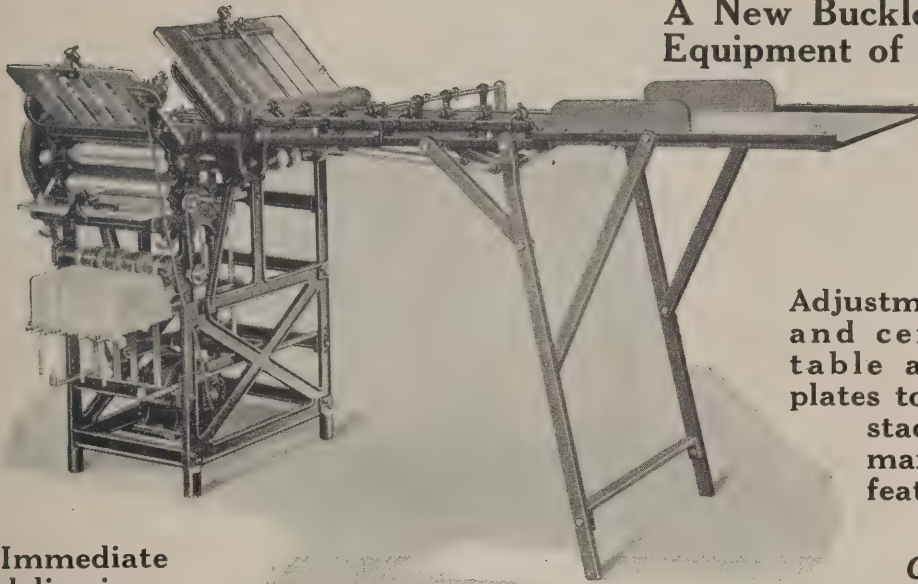
ARKANSAS PRESS ASSOCIATION, 14-16, El Dorado.

SIXTEENTH ANNUAL JOURNALISM WEEK, University of Missouri, 4-9.

TO PAGE 44

NELSON ECLIPSE FOLDING MACHINES

A New Buckle-Fold-Non-Timed
Equipment of Advanced Design



Combining
**ACCURACY
SPEED
VERSATILITY**

Adjustments are few, simple
and certain; Straightener
table aluminum buckling
plates to avoid static, flat or
stacker delivery and
many new and improved
features.

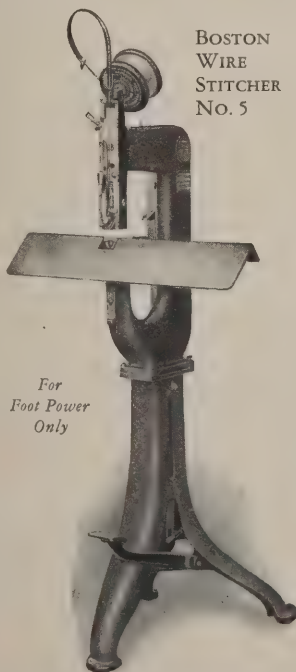
Immediate
deliveries

Catalog on request

C. R. & W. A. NELSON, Inc.

223 North Michigan Ave.

Chicago, Illinois



BOSTON
WIRE
STICHER
No. 5

A FOOT POWER WIRE STICHER OF
UNUSUAL EXCELLENCE

The No. 5 Boston although many
years on the market is still the leading foot power
wire sticher. In quality of work, speed and easy
handling it has no equal. Capacity two sheets to
one-half inch, flat and saddle table, single adjust-
ment for all working parts, interchangeable four-
surface cutters, fine round or flat wires, working
parts in plain view. It is an ideal sticher where
power is not available or work constant.

WRITE TO OUR NEAREST SELLING HOUSE FOR QUOTATIONS

American Type Founders Company

SELLING AGENT FOR BOSTON STITCHERS

SOLD ALSO BY BARNHART BROTHERS & SPINDLER

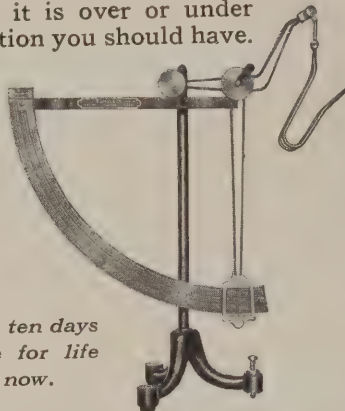
Is Your Print Paper Up to Specifications?

Print paper which is over weight means added expense. Print paper under weight spells trouble in your press room.

The Cady Scale

is a patented instrument which provides a simple and accurate method for testing a small sheet of paper from each roll to determine whether it is over or under weight—information you should have.

With the CADY SCALE you can have a daily report on every roll stripped in your press room.



All goods sent on ten days approval. Write for life size circular now.

E. J. Cady & Company

549 West Washington Blvd.

Chicago, Illinois

SAVE MONEY!!!!

Here is your Opportunity

2 No. 2 Miehle four-roller 2 rev. cylinder presses, bed size 35 x 50.

No. 3½ Miehle four-roller 2 rev. cylinder press, bed size 33 x 44.

No. 8 Cottrell two-revolution press, bed size 39 x 54.

20th Century four-roller 2 rev. printing press, bed size 42 x 62.

Huber-Hodgman 2 rev. one-color cylinder press, bed size 42 x 62.

4-0 Miehle four-roller 2 rev. cylinder press, bed size 46 x 62.

Hamilton Steel Cabinets

Form Tables — Make-up Tables — Galley Storage Cabinets.

Job Presses, from 7 x 11 up to 14 x 22.

Miller Units, 8 x 12, 10 x 15 and 12 x 18.

Linotypes—All Models.

Stereotype Equipment of All Kinds.

Send for Current Circular of Offerings



THOMAS W. HALL CO.

INCORPORATED

512 WEST 41ST STREET, NEW YORK

TELEPHONE: CHICKERING 2307



"NPJ" ROUND TABLE

(CONTINUED)



NATIONAL ASSOCIATION OF EMPLOYING LITHOGRAPHERS, 19, Briarcliff, N. Y.

ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES, 10-14, Houston, Tex.

ASSOCIATED ADVERTISING CLUBS OF THE WORLD, 10-14, Houston, Tex.

INDIANA REPUBLICAN EDITORIAL ASSOCIATION, 21-22, West Baden.

MINNESOTA EDITORS' SHORT COURSE, 7-9, University Farm, School of Agriculture, St. Paul.

TEXAS WOMEN'S PRESS ASSOCIATION, 25-27, Tyler.

OKLAHOMA PRESS ASSOCIATION, 8-9, Sulphur.

June

TEXAS PRESS ASSOCIATION, 18-20, Tyler.

ALABAMA PRESS ASSOCIATION, 18 Foley.

NATIONAL EDITORIAL ASSOCIATION, 1-3 Richmond; extension trip thro' "Old Virginia" follows.

MIDWEST CIRCULATION MANAGERS' ASSOCIATION, 8, Colorado Springs, Colo.

INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION, Colorado Springs, Colo.

MASSACHUSETTS PRESS ASSOCIATION, 26-29, Nantucket Island.

July

SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION, 6-8, Asheville, N. C.

AMERICAN PHOTO ENGRAVERS ASSOCIATION, 16-18, Hotel Commodore, New York City.

OREGON STATE EDITORIAL ASSOCIATION, 16-17 Grants Pass.

NORTH CAROLINA PRESS ASSOCIATION, 8-10 Asheville.

August

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN, 10-12, Omaha, Neb.

MINNESOTA NORTHWEST DAILY PRESS ASSOCIATION, Little Falls. (exact date not given.)

WISCONSIN PRESS ASSOCIATION, 13-16, summer tour.

September

VIRGINIA PRESS ASSOCIATION, 10-12, Clifton Forge.

October

NATIONAL ASSOCIATION OF STATE PRESS MANAGERS, St. Louis, Mo.

UNITED TYPOTHETE OF AMERICA, 19-24, Edgewater Beach Hotel, Chicago.

DIRECT MAIL ADVERTISING ASSOCIATION, 28-30, Boston.

Elections : : : Appointments

VERMONT PRESS ASSOCIATION—President, Howard C. Rice, Brattleboro Reformer; secretary-treasurer, Miss Mary Priest, Randolph; vice-presidents, William H. Wheeler, Vergennes Enterprise & Vermonter; C. S. Bennett, Manchester Journal; J. E. Appolt, Hardwick Gazette; E. L. Morin, Burlington News; Harry W. Osborne, Island Pond Essex County Herald; J. H. Tomson, Swanton Courier; Arthur B. Limoge, Morrisville; Harry E. Parker, Bradford United Opinion; E. F. Humphrey, Newport; G. L. Kirk, Rutland; Dean H. Perry, Barre Times; Paul Belknap, Bellows Falls Times; W. H. Moore, Woodstock Vermont Standard.

WESTERN PAPER MERCHANTS ASSOCIATION—President, L. L. Brady, Moser Paper Co., Chicago; first vice-president, R. E. Parker, Parker, Thomas & Tucker Paper Company, Chicago; second vice-president, W. R. Mershon, Standard Paper Company, Milwaukee; secretary, Harry Washburn, Messenger Paper Company, Chicago; treasurer, Harold F. Leahy, La Salle Paper Company, Chicago.

MID-WEST ADVERTISING MANAGERS' ASSOCIATION—President, A. L. Shuman, Fort Worth (Tex.) Star Telegram; vice-president, A. Duteau, Lincoln (Neb.) State Journal; secretary-treasurer, James J. McClellan, Joplin (Mo.) Globe & News-Herald.

SOUTHEASTERN MASTER PRINTER'S FEDERATION—President, Frank Clements, The Cargill Co., Houston; vice-president, H. F. Ambrose, Ambrose Printing Co., Nashville, Tenn.

FLORIDA PRESS ASSOCIATION—President, William M. Glenn, Orlando Sentinel; first vice-president, George E. Hosmer, Fort Myers Press; second vice-president, Mrs. Lucille R. Smith, Lake Worth Herald; secretary (re-elected), R. J. Holly, Florida Trucker, Sanford; treasurer, Mrs. George Keller, Mount Dora Topic.

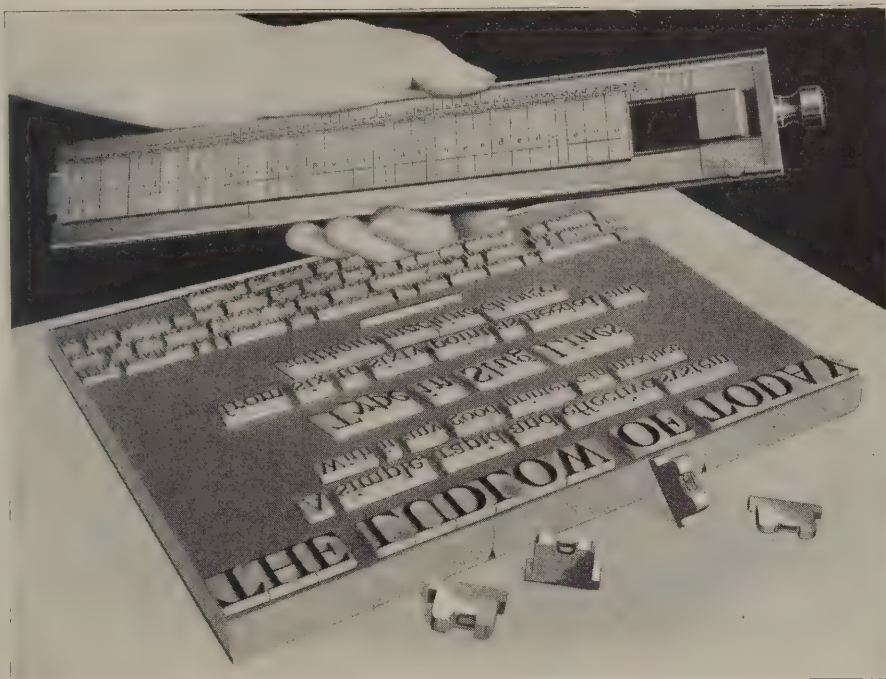
INTERSTATE CIRCULATION MANAGERS' ASSOCIATION—President, C. T. Buck, Lancaster (Pa.) New Era; first vice-president, L. P. Rutherford, Wilmington (Del.) Every Evening; second vice-president, B. C. Still, Sun Papers, Baltimore, Md.; secretary-treasurer, J. H. J. Kuntz, Lancaster (Pa.) Intelligencer-News Journal; directors for two years, Karl F. Hall, Newark (N. J.) Star-Eagle; George E. Evans, Charleston (W. Va.) Daily Mail; A. C. Finley, Atlantic City Gazette-Review.

PACIFIC NORTHWEST CIRCULATION MANAGERS' ASSOCIATION—President, W. D. Lyness, Tacoma (Wash.) News-Tribune; vice-president, J. F. Howard, Albany (Ore.) Democrat; secretary-treasurer, Ellis B. Hall, Centralia (Wash.) Chronicle; member Board of Trustees, Frank Garrison, Seattle (Wash.) Post Intelligencer.

OREGON NEWSPAPER CONFERENCE—President, George K. Aiken, Ontario Argus; secretary, Prof. George S. Turnbull, University of Oregon, Eugene.

TO PAGE 46

Ludlow "Long-Line" Sticks



LINES of any desired length up to 112½ pica ems are readily produced on the Ludlow without change of mold by an exclusive system of slug overhang and indentation.

Two, three and five slug "long-line" matrix sticks afford easy setting and rapid casting of long lines, evenly spaced throughout in any face or typesize, roman or italic, from 6 point up to and including 60 point bold and extended.

District Offices

San Francisco: 5 Third Street
New York: 63 Park Row
Boston: 261 Franklin Street
Atlanta: 41 Marietta Street

Ludlow Typograph Company 2032 Clybourn Avenue Chicago, Illinois

LUDLOW QUALITY COMPOSITION

25% Reduction in Price

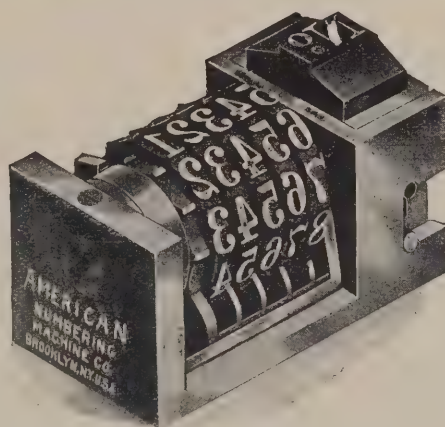
Of the Standard AMERICAN TYPE-HIGH NUMBERING MACHINES

New Prices

MODEL 30
5 Wheels **\$12⁰⁰**

MODEL 31
6 Wheels **\$14⁰⁰**

There has been no change made in the machines. They are the same American Standard Model 30 and 31 machines that are used all over the world.



No 54321
Impression of Figures

This sizeable reduction in price is based on larger volume of sales, increased production and lower costs.

Mr. Printer:

This is your opportunity to replace your old machines and add to your numbering equipment at a minimum cost.

American Numbering Machine Co.

General Offices and Factory

220-230 Shepherd Ave., Brooklyn, N. Y.

Branch Office: 123 W. MADISON ST., CHICAGO, ILL.

Sold by
Type Founders
Everywhere

Send your order
in today and avoid
delay in delivery

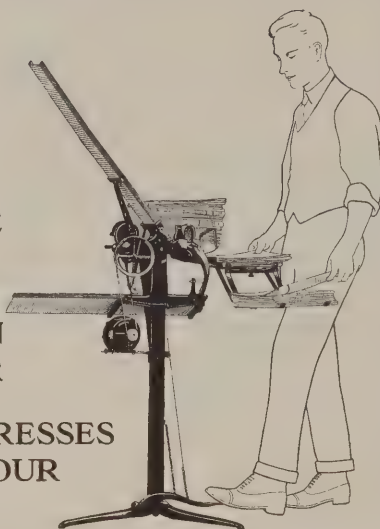
Specify AMERICAN when ordering

PRINTS
FROM
LINOTYPE
SLUGS
DIRECT
ON MARGIN
OF PAPER

4000 ADDRESSES
AN HOUR

TYPADDRESSER

Prints clear cut, visible addresses through an inked ribbon. Used by publishers in 38 states. Fully guaranteed. Sold on 30 days' trial.



-----Mail coupon today-----

THE TYPADDRESSER CO.
City National Bank Bldg.,
Omaha, Neb.,

Please send me complete details and prices on the Typaddresser.

Name.....

City..... State.....

SPARTAN TYPE METALS



THE PRINTING WORLD
RECOGNIZES THE
SUPERIORITY OF
SPARTAN
AND WE RECOGNIZE
OUR RESPONSIBLE

For
Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositype

All Special Feed Bars

MERCHANT & EVANS CO.
PHILADELPHIA

Since 1866

"NPJ" ROUND TABLE

(CONTINUED)

DOOR-KEWAUNEE (WIS.) PRESS ASSOCIATION—President, Bert Sanderson, Sturgeon Bay Door County Advocate; secretary-treasurer, H. H. Heidman, Algoma Record-Herald.

ASSOCIATED PRESS—Directors and officers re-elected: President, Frank B. Noyes, Washington Star; first vice-president, E. H. Butler, Buffalo News; second vice-president, C. P. J. Mooney, Memphis Commercial-Appeal; secretary, Melville E. Stone; assistant secretary, Kent Cooper (new general manager); treasurer, J. R. Youatt. Executive committee: Clark Howell, Atlanta Constitution; Charles Hopkins Clark, Hartford Courant; Elbert H. Baker, Cleveland Plain Dealer; Mr. Noyes, Washington Star; Adolph S. Ochs, New York Times; E. Lansing Ray, St. Louis Globe-Democrat, and Robert McLean, Philadelphia Bulletin.

AMERICAN INTERREGIONAL NEWSPAPER COUNCIL—Chairman, George D. Lindsay, Marion (Ind.) Chronicle, president of the Inland Press Association; Walter C. Johnson, Chattanooga (Tenn.) News, Southern Newspaper Publishers' Association; D. W. Howe, Burlington (Vt.) Free Press, New England Daily Newspaper Association; A. L. Miller, Battle Creek (Mich.) Inquirer and News; John M. Imrie, Edmonton (Al., Can.) Journal, Canadian Association; E. D. Piper, Portland (Ore.) Oregonian, Pacific-Northwest Association.

AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION—President, S. E. Thomason, Chicago (Ill.) Tribune, re-elected with: John Stewart Bryan, Richmond (Va.) News-Leader, vice-president; George M. Rogers, Cleveland (O.) Plain Dealer, secretary; Howard Davis, New York Herald-Tribune, treasurer; Hilton U. Brown, Indianapolis News; S. J. Burd, Vancouver (B. C.) Daily Province, and E. H. Butler, Buffalo (N. Y.) Evening News, directors.

Educational : : : Activities

STAND UP, FOR EXAMINATION—Why not, as you read this, test yourself on some questions which the New England Daily Press Association is sending to all members, as follows:

What credit do you allow on local accounts?

Do you insist on cash with order from certain classes of retailers?

What class of retail business do you limit to a weekly credit?

What term and discounts do you allow?

When do you sue accounts?

What was your percentage of loss on local bad debts for 1924?

The New England Association also will take up an exhaustive departmental percentage survey.

AN ALL-STAR ASSOCIATION MEETING—The Inland Daily Press Association usual May meeting will not be held in Chicago, but transplanted to West Baden Springs (Ind.) May 21 to 27, with methods that make it an "experience story" for every association official, anywhere. Social and sport features will be plentiful. A special hotel rate has been secured. Different days are assigned, unlike the usual way; for instance, one day is State Press Association day with H. L. Williamson of the Illinois, as program producer and manager; Frank T. Carroll, Indianapolis (Ind.) News, president of the Association of Newspaper Advertising Executives, has another day, and S. E. Thomason, manager of the Chicago (Ill.) Tribune a day on business office methods. These men are getting big-league speakers. Even the dinners are to be unusual. Hopewell Rogers, Chicago (Ill.) Daily News is the boss of the Wednesday evening banquet, and must get the speakers, program and all. At the business meeting, every regional press association in America will be represented.

J. CLYDE OSWALD has been named managing director of the New York (N. Y.) Employing Printers' Association, resigned as president of the American Printer, and is succeeded by M. J. O'Neill, who has been treasurer and general manager.

STOPS JOURNALISM SCHOOL—Gov. ("Ma") Ferguson of Texas vetoed the appropriation for the Texas University School of Journalism and it closes in June.

PRESIDENCY FIRST, VACATION LAST—President J. G. Alden, Nebraska Press Association, announces there will be no summer vacation for him and Mrs. Alden this year, so he can attend district meetings, other association business and be "at home" at his plant, York Republican, when members call.

LEGISLATURE INVITES N. E. A.—California solons have adopted a resolution urging the National Editorial Association to hold its 1926 annual and trip in their state.

BIGGER SCHOOL—Stanford (Calif.) University's Journalism division is now a part of the new College of Social Sciences, instead of English. Buford O. Brown is promoted to associate professor. Everett W. Smith heads the new division. Prof. Brown has been editor of the Plainview Herald, Vernon Record, and Electra News, all in Texas.

TO PAGE 48

The Automatic Feed with the Human Motion on the BAUM FOLDER is Breaking Production Records Everywhere

Landis Press, Harrisburg, Pa., writes—"One girl folds 50,000 to 52,000 sheets (3 folds each—150,000 folds) every 8 hr. day."

Try out one on your own work

CUT hand-folding COSTS 90% and get your folding AS you WANT it, WHEN you WANT it.

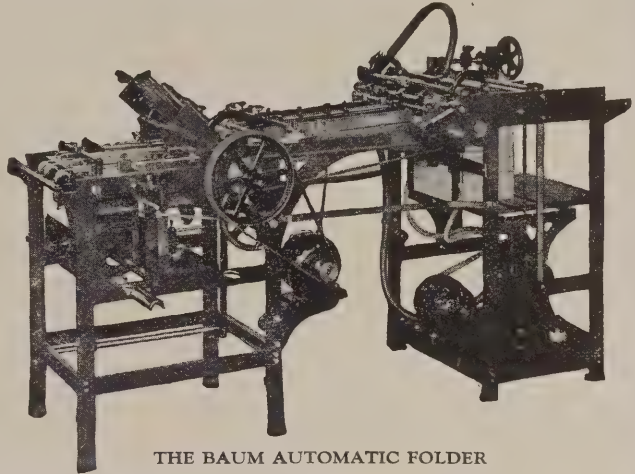
It returns entire investment in 1 to 4 weeks' use.

It is SIMPLE, COMPACT, SPOILAGE PROOF and VERSATILE.

RUSSELL E. BAUM

615 Chestnut Street :: Philadelphia

Branches or authorized dealers in 37 cities



THE BAUM AUTOMATIC FOLDER

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Fourteen Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI, OHIO
CHICAGO, ILLINOIS
BOSTON, MASSACHUSETTS
KANSAS CITY, MO.
DALLAS, TEXAS

MINNEAPOLIS, MINNESOTA
ST. LOUIS, MO.
PHILADELPHIA, PENN.
ROCHESTER, N. Y.
DETROIT, MICHIGAN

KALAMAZOO, MICHIGAN
INDIANAPOLIS, INDIANA
BIRMINGHAM, ALABAMA
NASHVILLE, TENNESSEE

RESULTS— the Best Test of All

Publishers who have used our service one, two, three, and even four times and are our best boosters today, is a pretty good test that we know our business and that P. C. C. S. methods get the results YOU want in a high-class, clean and dignified manner.

JUST REAL GOOD SERVICE of which YOU may avail yourself

And thereby get real business from your field—and at the same time render a bigger and better service to your advertisers, and incidentally substantially increase your bank balance.

—PUT IT ON — DON'T PUT IT OFF—

"Twenty Years Doing One Thing Well"

PACIFIC COAST CIRCULATION SERVICE

Self Financing Circulation Campaigns
Bell Block Cincinnati, Ohio

"A Wire Will Save Time"

No. 2 POCO Proof Press

Capacity
18" x 25"



Proofs full length
galley in the
direction of the
lines or slugs.

No wrinkles in
the proof — no
guessing by the
proof-reader.

Thousands of publishers have equipped with No. 2 POCO PROOF PRESS. POCOS make proofs of a quality that from proof-room to press-room are faster and cheaper. They give better insurance against error.

Forms can be inked and proof paper positioned from either side of the cylinder. An easy turn of the crank makes a real proof of any form that will go within the bed limits.

No. 2 POCOS have ball-bearing cylinders and spring bumper bed stops. They are easy running and dependable.

POCOS are made in three sizes: 12-inch by 18-inch, 13-inch by 25-inch and 18-inch by 25-inch.

Send for circular descriptive of the
complete POCO line.

HACKER MANUFACTURING CO.
320 South Honore Street, Chicago

"NPJ" ROUND TABLE (CONTINUED)

BETTER CONTESTS—Publisher Edgcombe, Field Manager Buck and President Alden, Nebraska Press Association, constitute a new committee to improve its newspaper contests, in which Nebraska is among the leaders. A series of front pages, instead of one entry, cups for awards as to various sizes of papers, special forms of score cards, more cups, etc., are recommendations to be considered.

TWENTIETH ANNIVERSARY of the course in Journalism will be celebrated in June at the University of Wisconsin, Madison.

HELP THE STUDENTS—The Fort Huron Times, the Owosso Argus-Press and other Michigan newspapers have donated the printing of issues for students of Michigan University department of Journalism, to be done as laboratory assignments once a week. No advertising is carried, and the run is 800.

NOVEL COURSE—The Macon (Ga.) Telegraph and the News of that city, have Mercer University students hold down regular reporting and editing jobs every Saturday, as a special course.

WISCONSIN'S SUMMER TOUR—August 6-10 are the dates, starting at Appleton, and touring the Chain-O'-Lakes and other lake regions by auto, with entertainments all the way.

JOURNALISM SCHOOL HELPS—University of Southern California's Journalism Department is helping the publishers' association to prepare a digest of requirements in legal advertisements in the state, to be issued in pamphlet form, according to Timothy Brownhill, Puente, secretary La Puente Valley Journal.

KENT COOPER, who began his newspaper career at 13 on a community weekly in Columbus, Ind., in 1893, has been appointed general manager of the Associated Press, succeeding Frederick Roy Martin, resigned.

RADIO-ING OF BIG NEWS under restrictions was approved at the annual of the Associated Press in New York in April. The A. P. had prohibited members from practically all important broadcasting. Several newspapers fought the restriction at the last national election. Radio-ing has proved to stimulate circulation of newspapers, it was stated.

BOOKS : : PUBLICATIONS

LINOTYPE INSTRUCTION BOOK, Mergenthaler Linotype Co., Brooklyn (N. Y.); By JOHN R. ROGERS, Consulting Engineer—A detailed description of the mechanism and operation of the Linotype, with instructions for its erection, maintenance and care.

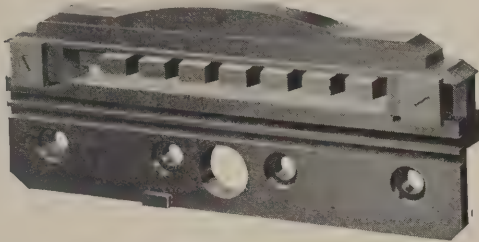
No doubt, the practices of Linotype machinists over the world—the Linotype is, of course, used in every part of the globe—vary as to certain adjustments, as to lubrication and cleaning, etc. This volume, just off the press, takes up every "trouble" that has ever occurred to machinist or operator, and definitely (often with fulsome diagrams and illustrations) shows the remedy which the Linotype factory engineers recommend. They have the benefit of not only knowing their machine better than anyone else, but also the thousand and one questions which have percolated to the company in the course of years.

While successful operation of the Linotype is universal, even under the widely varying conditions which are bound to obtain, the company deserves great credit for giving its best experience in the form of a compact, handy and ever-useful book. It will make a better operator and machinist out of anyone. Its presence in the shop will be a comfort, even though it may be only rarely used.

THE MODERN EXECUTIVE, By DANIEL BLOOMFIELD; H. W. Wilson Co., New York; 266 pages, 5 x 7½, \$2.25.—Specialists in many phases of management are represented by contributions in this highly valuable volume. It is, in fact, a review of the best literature to date, on the subject and its allied problems.

The articles are grouped under the headings: Leadership and the modern executive; Place of the Executive in Manage-

Newspaper Composing Rooms More Efficient With Stevenson Furniture Molds



Fits Any Linotype or Intertype

It will always cast ample supply of base and spacing material which is so essential to the efficient operation of your composing room.

*Let us send you
a descriptive catalog*

Ashton G. Stevenson, Inc.
859 North Franklin St.
Chicago



Hoe Lightning Sextuple Web Press

PRACTICALLY AS GOOD AS NEW

Paper page 21½ in., up to 8 cols. 13 ems wide

72,000—4, 6, 8, 10 or 12 pages all inset

54,000—16 pages (36,000 inset and 18,000 in two collected sections)

36,000—14, 16, 18, 20, 22 or 24 pages

18,000—28, 32, 36, 40, 44 or 48 pages

So designed that additional section may be added at folder end, thus making it a four, five or six-roll press of central folder type.

This press was new in 1918, but has been run less than one hour per day. No breaks, not worn enough to affect it in any way. Can be seen at Albany Journal Building until sold. Has complete stereotype equipment.

Also, one Model 17 Linotype, No. 22214, with two fonts matrices and motor, fine working order.

Two Model 9 Linotypes, Nos. 22076 and 23193, four magazines, with four fonts matrices and motor, fine working order.

For further particulars and prices, ask

BAKER SALES COMPANY

200 Fifth Avenue - - - New York City

Evidence!

A few of the many letters received from "NPJ" subscribers from all parts of the country.



"We regard the "NPJ" as the best trade paper which comes to our office. Each issue is full of real value giving ideas."

"I have many times secured ideas from your publication that pays for the subscription price many times over."

"Every issue is worth more than the price for one year."

"We are getting more than the value of a year's subscription out of each issue. It is one of the trade journals to which we subscribe, we watch for, and read carefully."



"NPJ" Readers Realize Full Return on Their Subscription Investment.

"It Pays Dividends"

The S-H "Big Four" Saw-Trimmers

Best Machines
on the
Market

A line that will meet every demand from the smallest to the largest office.

They are all equipped with motors, require no special wiring, and attach to any light socket—ready for use.

Model No. 4 \$ 85.00

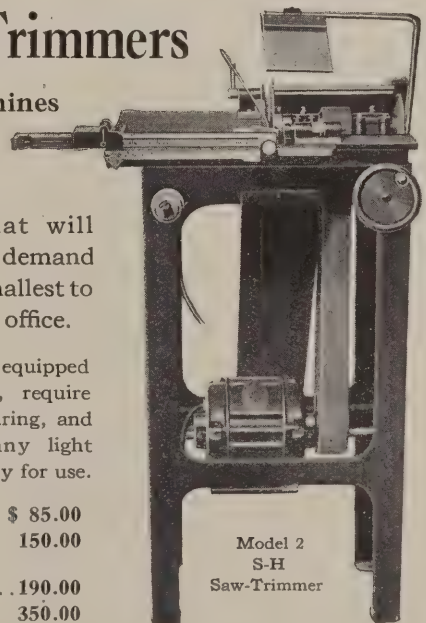
Model No. 3 150.00

Standard

Model. . . . 190.00

Model No. 2 350.00

Model 2
S-H
Saw-Trimmer



Write for Literature, Terms and Special Discounts

**The Schuyler-Hildman Saw-Trimmer
and Linotype Supply Co.**

160 N. Wells Street

Chicago, Ill.

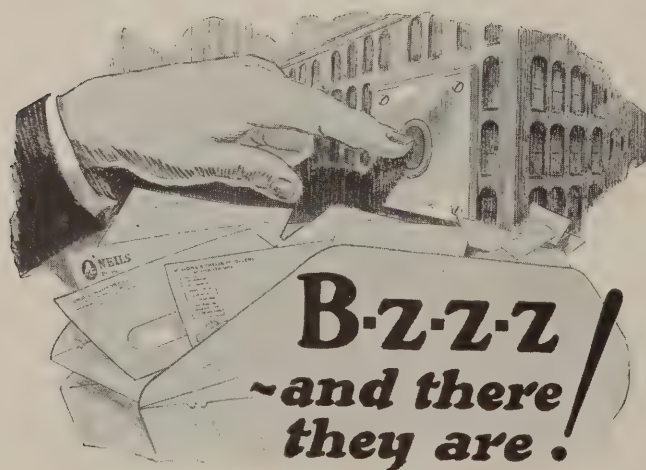
Send for Catalog of Linotype Supplies

"HUBER" means "GOOD INKS"

J. M. HUBER, Inc.

130 West 42nd St., New York

Branch offices and foreign agencies in the principal cities in the United States and foreign countries.



Almost as easy as pushing a button to have them brought from your own stockroom! Think of a factory carrying—instantly ready for your needs—almost twenty million envelopes—600 styles—many of them the unusual kinds which in ordinary factories would have to wait for fussy, expensive "special order" treatment.

And our "Mill-Printing" service is up to the high standard of our envelopes. You can turn a pretty penny on having us do the whole job—making and printing—while you keep your own presses busy on fatter work.

With our free Price List 27 in your hands, you are ready—instantly—for every envelope call. Send for it.



South Water from Clinton to Ferry Sts. Milwaukee Wisconsin

"NPJ" ROUND TABLE (CONTINUED)

ment; What is Executive Ability; Developing Executive Ability; Foreman as an Executive; Work of the Executive.

The volume shows how much self-making goes into the composition of the manager of men and affairs. We are shown in concrete terms what is daily demanded of such men in the way of judgment, insight, foresight, information, and ability to win the interest, enthusiasm and loyalties of men. The book will be welcomed by many people in the fields of management, of education, and of public service who are alive to the professional ideals and standards that are associated with the modern idea of an executive.

THE COST OF THE FREE PUBLICITY GRAFT

SELMA (Calif.) ENTERPRISE; TELFORD WORK, *Editor and Publisher*—This weekly carries the following (in bold face type) under its editorial-page mast-head in every issue:

Every time a newspaper prints a "free reader" or a piece of free publicity, cuts its advertising rate, or grants a secret concession to an agency or advertiser, misrepresents its circulation, maligns a competitor or knowingly prints an advertisement containing a false statement, it does a direct injury to the entire newspaper business.

(ED. NOTE—Publishers are beginning to declare themselves, and not merely at conventions, behind closed doors!)

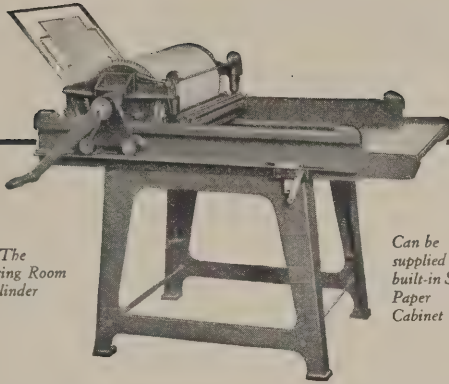
WORKING KIT OF HAMMERMILL BOND, a portfolio containing both ideas for the office and ideas for selling printing. It opens to three pockets. The first shows a remarkable assortment of letterhead work on various colors of Hammermill Bond, also some "second sheets," printed. The simplicity and "class" of these letterheads is a treat, in this day of so much wild-eyed work along that line. Fine taste in selection of colors as to inks and paper is apparent. In the second pocket, the famous Hammermill "Signal System," by the use of its bonds in various colors for various purposes, is fully illustrated and explained. Departmental distinctions are possible; and far more than that. This pocket shows many opportunities to the studious salesman of printing. In the third pocket is an additional large variety of "ideas." We believe that this portfolio can be made a valuable accessory in increasing the volume of printing in any locality, and always for the increased efficiency and general smoothness of operation of those who put in the ideas.

CORNELL EXTENSION BULLETINS, By M. V. Atwood, New York State College of Agriculture, Cornell University, Ithaca (N. Y.)—Reading Copy on the Country Weekly; Local Features in the Country Weekly and The Editorial Page in the Country Weekly, are the subjects of a set just received. Each one is a well written and well illustrated manual. The pamphlets are valuable contributions to the literature which is being prepared increasingly for the eye of the community editor and publisher. They will help make better newspapers better.

THE PRINTING ART, Boston, announces a change in name to *Printed Salesmanship*, thus lining its heading up to its editorial policy and scope.

WHEN WE ARE ASKED WHY, *West Virginia Pulp & Paper Co.*, New York.—A mail-ad in the form of a printed sample of *Clear Spring English Finish*, with the endorsement of a large eastern printing house in unique display. This is really something new in the application of the testimonial, or endorsement idea in advertising and printing. Seven points of approval are stated, and then each one is illustrated by the use of cuts on the sample-broadside. The idea can be adapted to a variety of requirements, and made to help sell more printing—fine printing!

THE SOUL'S SINCERE DESIRE, By GLEN CLARK, Professor of English, Macalester College, St. Paul, Minn.; LITTLE, BROWN & COMPANY, Boston—A book showing the gulf between the "science" of living and the *Art of Living*, and stating how the author has worked out the foundation for the most necessary



The
Composing Room
Cylinder

Can be
supplied with
built-in Steel
Paper
Cabinet

Principles of Construction

That Have Made

Vandercook Rigid Bed Composing Room Presses

the accepted standard where quality and speed in taking proofs are most needed. Rigid immovable bed (the moving parts are the lightest parts). Automatic inking. Large ink plate and no fountain. Two-inch double acting vibrator (vibrates six times to each impression) and two half-inch parallel riders. Under feed (cylinder need not be stopped to feed sheet). Safety grippers (will not damage form if placed beyond printing line). Minimum floor space required (room for paper cabinet under press). Accessibility and simplicity of all parts. Write for full information.

Vandercook & Sons *Originators of the
Modern Proof Press*
1716-22 W. Austin Ave., Chicago, Ill.

The Margach Feeder Has Proven Its Value

In hundreds of newspaper and trade composition plants, day in and day out, the Margach Feeder is living up to its reputation as the Dependable Feeder for line-casting and type-casting machines. There is no element of chance in the purchase of a Margach—what it has done for others it will do for you.

**Why "try" another feeder when you
know the Margach will make good?**

ADVANTAGES

Low priced as compared to value; greater production; perfect slugs; economy in heating; uniform temperature of metal; great saving of time in re-pigging and feeding to machines; simplicity of construction; no trouble to operate, and guaranteed for ten years!

**Just a Few of the Many Plants
Now Using the Margach Feeder:**

Government Printing Office
Chicago Tribune
Minneapolis Journal
Webb Publ. Co., St. Paul
J. E. Walkup, Minneapolis
Smith McCarthy, Chicago

About fifty plants in Chicago fully equipped
Machine Composition Co., Boston
Success Linotyping Co., Des Moines
Register-Tribune, Des Moines
—AND ONE THOUSAND MORE.

A Trial Installation Will Convince

Margach Manufacturing Co.
213 Centre Street New York City

QUALITY SERVICE VALUE

Embodied in All
Standard Line, Point Set

TYPE

Manufactured by

Damon Type Founders Co.
INCORPORATED

44 Beekman Street, New York

We Carry in Stock Ready for Immediate Delivery
Chandler & Price Presses, Hamilton Wood and Steel
Equipment, and Everything the Printer Requires.

File Your Cuts the New Way —



- sectional bookcase idea
- modern-steel
- anybody can find quick
- good looking
- built for hard service
- as you need 'em, add 'em
- half the space
- costs less
- nothing like it

Here it is, 5 sections in a stack. Holds 90 square feet of printing plate surface on 14 x 18 inches floor space.

Save the Surface — Save the Cut

Our Facts Folder tells more

The Vertifile
HARLO R. GRANT & CO.

2318 Madison Street, Chicago Phone, West 3631

P. S.—Address our Used Department for List of
Flat Drawer Files—Replacements.

STEREOTYPE CHASES

Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy. Plain chases converted for Autoplate casting or made larger or smaller. All kinds of chase alterations and repairs. Prices for any size single page chase: With plain bolster \$42.50 For Autoplate casting 50.00

American Steel Chase Co.
122 CENTRE ST. NEW YORK

*"Some Things We Do—
And Some Things We
Don't" Is the Name of
Our Newest Booklet . . .
Send for It!*

THE BASIL L. SMITH SYSTEM, INC.
*International Classified Advertising
Counsellors*
Packard Building Philadelphia

16 $\frac{2}{3}$ Cents Per Issue
Only \$2 a Year
(In U. S. and Canada)

**National
Printer-Journalist**

129-135 Michigan St. Milwaukee

**TYPES
THAT TALK**
Superior Printing Equipment

WHEN in the market for Type Faces or Typographic Material, write for Specimens of our latest productions. Our modern designs are by noted artists of today and serve most effectively the advertising and commercial printing problems of the present. We are merchants of the best in Printing Machines and furnishers of Complete Equipments and Supplies.

Barnhart Brothers & Spindler

SUPERIOR PRODUCTS since 1868

Chicago Washington, D. C. Kansas City
Dallas Omaha Seattle
Saint Louis Saint Paul Vancouver, B. C.

"NPJ" ROUND TABLE
(CONTINUED)

of all the arts. Many newspaper men should and will read this with great profit for themselves and the profession and business. If you are a golfer, then be very sure to get a copy. If not, you still will have no difficulty in tasting of its treasures.
—J. L. M.

LETTERS FROM READERS
TESTIMONIALS FOR "NPJ"

FLOYD J. MILLER, Royal Oak (Mich.) *Tribune*—Never fail to get several good practical ideas out of every issue of "NPJ." Find especially valuable the information on accounting, rates and small daily financial management.

DAN T. BALMER, Publisher, Brookville (Pa.) *American*—
"Admire your policy of individual mention and individual attention. Every paper, no matter how small, has something worth while to the other fellow, and of which it may well be proud. If we do not get 'NPJ', where will we get it?"

J. HAROLD CURTIS, St. James (Minn.) *Plainedealer*—"The National Printer-Journalist is very carefully read in this editorial family and we absorb many ideas and suggestions which have added dollars to our annual business. We could not think of doing without your publication."

CHARLES L. RYDER, Publisher Coblesville (N. Y.) *Times*—
"I am pleased to enclose \$2 for subscription to 'NPJ'. I have found it 'just right' for a business of our character."

N : : E : : W : : S

UNIQUE HONORS—When the Illinois Central recently established a new station in Southern Illinois, it named it *Gurley*, after M. A. Gurley, publisher of the *Zeigler (Ill.) News*.

WATCH YOUR STEP—The *Michigan Bulletin* (Michigan Press Association) reports the case of a member who was "trimmed" by an itinerant "fixer" of Linotypes to the tune of \$67, and adds: "When a fellow comes along and intimates that he is a typesetting machine representative and wants to 'inspect' your machines, make him show his credentials and find out what his work is to cost you, if anything, before you let him do any work for you."

NEW NEWSPAPERS, OFFICES, PLANTS

Armona (Calif.) Kings County News.
Garvanza (Cal.) Record—Harrish Ingram.
Milledgeville (Ga.) News—C. B. McCullar.
Olive (Calif.) Sentinel—Weekly.
Mullan (Idaho) News—E. Duerksen.
East Moline (Ill.) Herald—G. J. Harper, editor.
Mystic (Ia.) Sentinel.
Andale (Kans.) Times.
Utica (Kans.) Star & Courier—T. H. McGill.
Carleton (Mich.) Messenger—R. E. Roe.
Miles City (Mont.) Times.
Whitefish (Mont.) Independent.
Des Moines (N. M.) Sierra Grande Independent.
Jamestown (N. D.) Dakota Capitol.
Jamestown (N. D.) Messenger—Rev. W. L. Demorset.
Rugby (N. D.) Globe—Weekly.
Columbus (O.) South Side Advocate.
Antlers (Okla.) Kiamichi Valley News.
Tulsa (Okla.) Paper Co., capital \$100,000; organized by A. N. Jochem and D. M. Trees, both of Tulsa.
Canby (Ore.) Bulletin.
Gilbert (Ore.) Record—Printed at Tonopah.
McKeesport (Pa.) Journal.
Philadelphia (Pa.) Daily News—Tabloid.
Erwin (Tenn.) Magnet—J. F. Toney.
Riverton (Utah) Salt Lake County Progress.
Seattle (Wash.) Wallingford Hill Outlook.

EULOGY OF WILLIAM GREEN, PRINTER, New York; a builder of the U. T. A. (By A. E. OMMEN)—"Some men have a definite purpose; others pursue a will-o'-the-wisp; others change their course at every stage. WILLIAM GREEN had a definite purpose, his plans and his action were unmistakable. He considered fear the greatest sin and he faced life unafraid. He died as he wished, standing up and ready for the day's work."

Absolutely Non-Inflammable!

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbings, Tipping or Mounting

SAVES 50 PER CENT IN LABOR

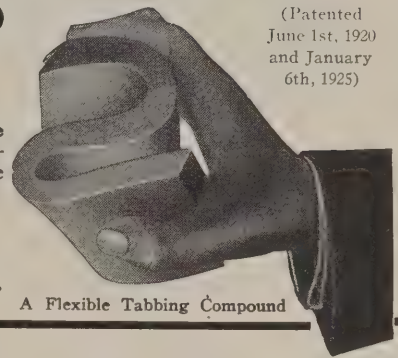
NUREX — The only Non-Inflammable Tabbings Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

THE LEE HARDWARE CO.

Salina, Kansas, U. S. A.



(Patented
June 1st, 1920
and January
6th, 1925)

A Flexible Tabbings Compound

THE SIMPL-O CASTER

Is a Complete

Stereotype Outfit

Burns Gas or Gasoline

Anyone can operate — Casts from ordinary mats. Hundreds of satisfied users. Write for circular describing time-saving equipment for the Publisher.

7250

**SOLD ON
EASY PAYMENTS**

SIMPL-O CASTER COMPANY
PARK BUILDING CLEVELAND, OHIO

Modern Addressing Methods

Will Increase Your Profits

Full name and address printed upon margin of publications with our Automatic Mailing Machine at guaranteed net production of 12,000 names per hour. Envelopes, cards, broadsides, etc., at same speed.

Write for list of users and full information, giving full particulars of your addressing requirements.

POLLARD-ALLING MFG. CO.

Addressing, Mailing and Listing Machines

224 West 19th Street, New York City

Every Country Publisher and Many City Printers

Want a square deal from Uncle Sam. They are not getting it when it comes to *Government Envelopes*.

And they never will without all co-operate and work together.

The National Editorial Association is the one organization where all can work as a unity.

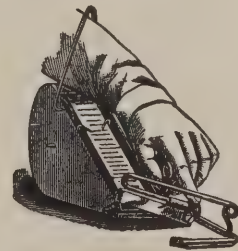
Why not give it your membership and support? With all pulling as one any undertaking of honest merit can be accomplished.

The membership is but \$3 per year and that brings you a valuable bulletin every month; also gives you an engraving service that will save you money on every order.



H. C. HOTALING, Executive Sec'y.

131 East Sixth Street : : St. Paul, Minnesota



THE ROBERT DICK MAILER

Reduces mailing expense

Efficient

Light

Inexpensive

Addresses (expert) 8,556 an hour

Beats them all

Leads, others follow

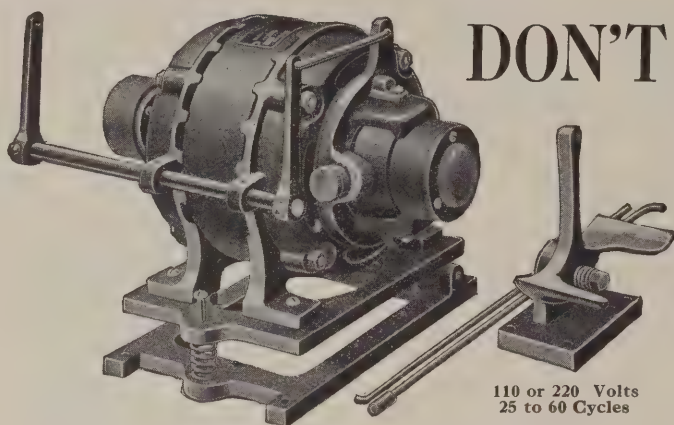
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer

137 W. TUPPER ST.

BUFFALO, N. Y.



DON'T LOOK AT THIS AD

IF YOU ARE NOW USING A WARNER VARIABLE SPEED MOTOR ON YOUR JOB PRESS, BECAUSE YOU KNOW JUST WHAT IT WILL DO AND WILL ORDER ANOTHER ONE WHEN WANTED WITHOUT OUR HAVING TO ADVERTISE FOR A REPEAT ORDER.

We want YOU and YOU and YOU and all your relation who have never used a WARNER to make us prove to you that you are losing something by not installing a WARNER on that job press of yours.

WARNER ELECTRIC CO.
KALAMAZOO, MICH.

110 or 220 Volts
25 to 60 Cycles

Electrotype Specialists

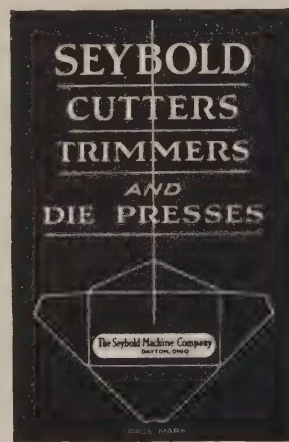
Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St.,

Milwaukee, Wis.



Steel Die Engraved

1926 CALENDAR CARDS

to fit $6\frac{3}{4}$ envelope in 3-ply white, grey, and buff cardboard, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

*Personal and Business
Christmas Greeting Cards
with customer's name
engraved. Samples ready
September 1st, 1925.*

AMERICAN EMBOSING CO.

192-96 Seneca Street

BUFFALO, N. Y.

IF YOU ARE

Buying Printing
Using Direct-Mail Advertising
Responsible for the Success of a Modern Business
Interested in Typographical Design in Selling Documents
Interested in Advertising Art Work
Planning Advertising Campaigns
Writing Copy
Organizing a Service Department
Looking for Business Building Principles

IF YOU WANT

Solutions of These Hard Selling Problems
To Study Current Advertising Work
To Keep Abreast of Current Thought in Printed Salesmanship
More Business—Greater Profits—Greater Success
An Inspiring, Instructive, Informative Magazine

Then You Should Read PRINTED SALESMANSHIP

(Incorporated with The Printing Art)

It is the one magazine that will provide all these things, because it teaches and demonstrates by practical men—AUTHORITIES, not theorists—men who make their living by successfully doing every day what they write about.

The subscription to PRINTED SALESMANSHIP (incorporated with The Printing Art) is \$4 a year. Each issue weighs one pound, contains over 100 beautifully printed pages with many illustrations in color, gathered from all over the world—the work of the masters in every line of Graphic Arts. The size is $9\frac{1}{4} \times 12\frac{1}{2}$ inches. They are too expensive to send as sample copies, but a copy of the current issue will be mailed on receipt of 40 cents in stamps.

Address

PRINTED SALESMANSHIP
Cambridge, Mass.

"NPJ" Classified Ads

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, \$1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

STEREOTYPE WET MATS CURED AND DRY—Made of the best matrix and imported tissue. All that is necessary is to moisten down over night and stack up under wet blankets. Our price is \$12.00 per hundred, 20x24. **SPECIAL INTRODUCTORY OFFER** we will include a Cork Moulder with the initial order of 100 mats. All our Product is Guaranteed. **STAR KEE PROCESS CO.**, 37 Sullivan St., New York City.

ACME DRY PROCESS STEREOTYPING—This is a new process for fine job and book work; matrices are molded in a job press on special matrix boards; the easiest of all stereotyping processes; plates sharp as electros.

COLD SIMPLEX STEREOTYPING—A brush-molding process; level plates with no concave faces on type or cuts; quick and inexpensive process. Note this: Matrices made by either process are deep enough for rubber stamp work. Send stamp for literature. **HENRY KAHRS**, 240 East 33rd street, New York.

NEWS FILE SERVICE

YOU put us on your mailing list
We check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	\$5.00
Daily Six Months	\$7.00
Weekly Twelve Months	\$5.00

We are serving Publishers in all parts of the United States.

Write us for further particulars.
Monmouth Blank Book Co.,

O. J. Forman, Prop.,
Monmouth, Ill.

WANTED — HELP

A printing salesman with practical printing experience wanted to take management of good shop in small city. Box E-2, National Printer-Journalist, Milwaukee, Wis.

Printer Salesman wanted to take charge of well equipped small city plant. Must be able to sell as well as supervise production. Permanent. Address Box E-1, National Printer-Journalist, Milwaukee, Wis.

Manager wanted to take charge of printing establishment in good Michigan field offering unlimited growth. Two cylinders, five small presses, two automatic feeders, folder, linotypes and other equipment in proportion. Situation calls for competent, high class man of proven ability who can plan and lay out direct mail campaigns and create business getting mailing pieces. Must be good salesman, able to meet executives and to estimate costs. Practical printing knowledge and ability to successfully handle men essential. Man with family preferred. Exceptional educational advantages for children. Please state experience, age and salary desired. Box E-3, National Printer-Journalist, Milwaukee, Wis.

PRINTERS' ROLLERS

VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE — MACHINERY

FOR SALE—A Gulberg and Smith gathering machine, 15 boxes, 9x12, with a two wire Universal stitcher, \$1000.00; Sheridan Job covering machine, 9x12, \$500.00. Duplex Trimmer, with five sets of knives, \$200.00. All of these machines are in A1 condition and were in use up to a month ago. Must be disposed of at once to make room for new equipment which is ready for installation. The Gazette Press, 55 Main St., Yonkers, N. Y.

You Are Paying NOW for an M-24

If you are using slow, old-style job presses for small forms you are losing, every few months, enough profit to pay for an M-24. Compare its **SPEED!** Up to—

4800 per Hour
3600 on quality work.

Write for free booklet to-day.

LISENBY MFG. CO.

Dept. D, 1034-5 Transportation Bldg.,

M-24 with Autofede
Chicago, Illinois



BROADCASTING

A
Money Saving Device
W. C. C. E.

(We Cut Composition Errors)

"We have found that our errors have been reduced about 50% on two of our machines, and 25% on the third, the man on the third machine being a comparatively inexperienced operator."

THE REPORTER, Dover, Ohio.

Particulars on Request.

Matrix Contrast Corporation

33 WEST 42ND STREET

NEW YORK CITY.

SELLING AGENTS FOR

Perforating Machines

Electric Welded Chases
Vandercook Proof Presses
Ortleb Ink Agitators
Folding Machines
O. K. Paper Cutting Knives

Punching Machines
Perfection Quoins
Wire Stitchers
Paper Cutters
Proof Presses

and other Press and Composing Room Equipment

DEALERS IN

New and Rebuilt Cylinder and Job Presses and Book Binding Machinery

J. Ruesch Prtg. Mach. Co.

MILWAUKEE, WISCONSIN

*Your story
in pictures
leaves
nothing
untold*



*Premier
perfect plates
tell
the story
best*

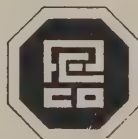
Builders of Business

IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business.

It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

PREMIER ENGRAVING CO.

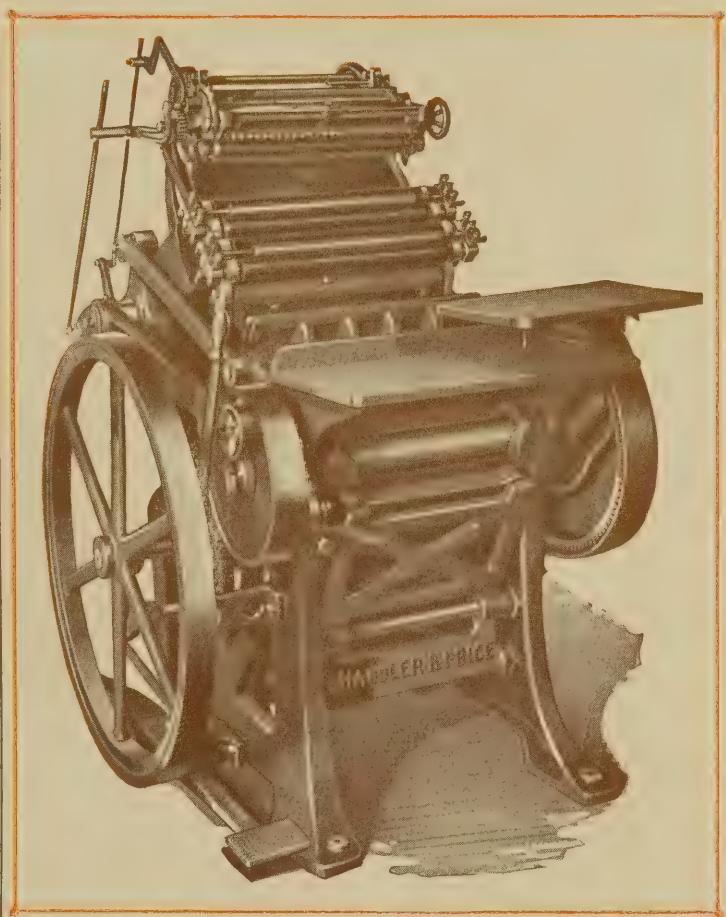
DESIGNERS
ENGRAVERS



814 WINNEBAGO ST.
MILWAUKEE, WIS.

The Chandler & Price Printing Presses

8x12 ~ 10x15 ~ FOUR SIZES ~ 12x18 ~ 14½x22



THE CRAFTSMAN ~ 12x18 ~ WITH ITS WONDERFUL DISTRIBUTION SYSTEM

WE CARRY all sizes of CHANDLER & PRICE PRESSES in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, write, telephone or wire your requirements, including motor equipment, to the nearest AMERICAN TYPE FOUNDERS COMPANY Selling House

Selling Houses Located in the Following Cities:

BOSTON
NEW YORK
PHILADELPHIA

RICHMOND
BALTIMORE
BUFFALO
PITTSBURGH

CLEVELAND
CINCINNATI
ATLANTA
CHICAGO

DETROIT
ST. LOUIS
MILWAUKEE
MINNEAPOLIS

KANSAS CITY
DENVER
SAN FRANCISCO
SPOKANE

PORTLAND, ORE.
LOS ANGELES
WINNIPEG

AMERICAN TYPE FOUNDERS COMPANY

PROVED BY SERVICE

Models 25 and 26

ENDORSED

by the operator, machinist and owner. Here are a few quotations from letters in our files commenting on the Models 25 and 26:

"For thirty-two years I have been handling various models of Linotype machines, and have no hesitancy in stating that these machines are by far the most satisfactory and generally useful machines I have ever had the pleasure to use."

"I know of no better testimonial to the satisfaction they have given than the additional order for twenty-one of them now in process of installation."

"Mixed distribution feature great advantage."

"Have been operating Model 25 and refuse to change back to another mill."

"Have found nothing that will equal Model 26 Linotype for heads and straight matter. Simplicity and quickness of shifting magazines are wonderful."

"I much prefer it to other models for convenience of operation and general suitability to the work of a job shop."

"We are turning out more jobs each day than ever before and at a lower cost per hour."

"We have been especially interested in the new distributor system. Frankly speaking, we expected trouble in this respect. From the time it was installed to the present there has not been the slightest hitch from this source."

"The small jobs that require a wide divergence of types, formerly taken care of by hand compositors are now readily and much more quickly disposed of by this model."

Continuous Distribution
to all magazines at the same time

Two Standard
Main Magazines

Split or Full Length
interchangeable
with other
Linotypes

Two
Standard
Auxiliary
Magazines
interchangeable
with other
Linotypes

Easy Magazine Shift
Magazines are counterbalanced
so that a light touch swings
either into operative position

A Touch
on a
Keybutton
shifts the
keyboard action
from main to
auxiliary magazines

A Single
Power-Driven
Keyboard
operates both main
and auxiliary
magazines

FACES FROM ALL MAGAZINES

Mixed in the Same Line

The Model 25 is the same as the Model 26 (shown above) except that it does not have the auxiliary magazines.

Ask the nearest Linotype Agency for further information on the Models 25 and 26 and for literature showing their application to the rapid setting of Newspaper Headings, Display Advertising, Publication Work, Job Work, Intricate Composition of all Kinds.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

SAN FRANCISCO CHICAGO
NEW ORLEANS

Brooklyn, New York

CANADIAN LINOTYPE LTD.
TORONTO

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD

NATIONAL PRINTER JOURNALIST



Vol. 43 No. 6

JUNE, 1925

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
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Copyright, 1925

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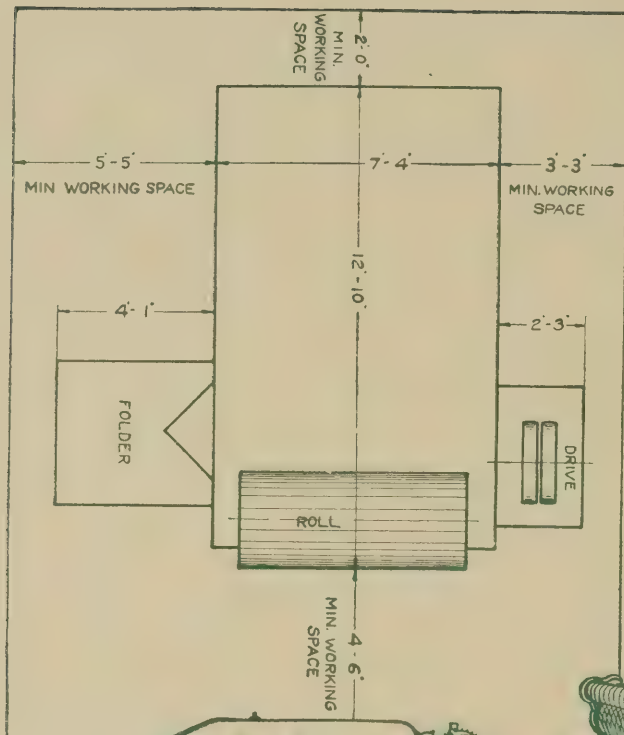
“FREE” PUBLICITY A BETRAYAL FOUR WAYS

By WIL V. TUFFORD
Secretary, Inland Dailies
(To N. E. A. 1925 Convention)

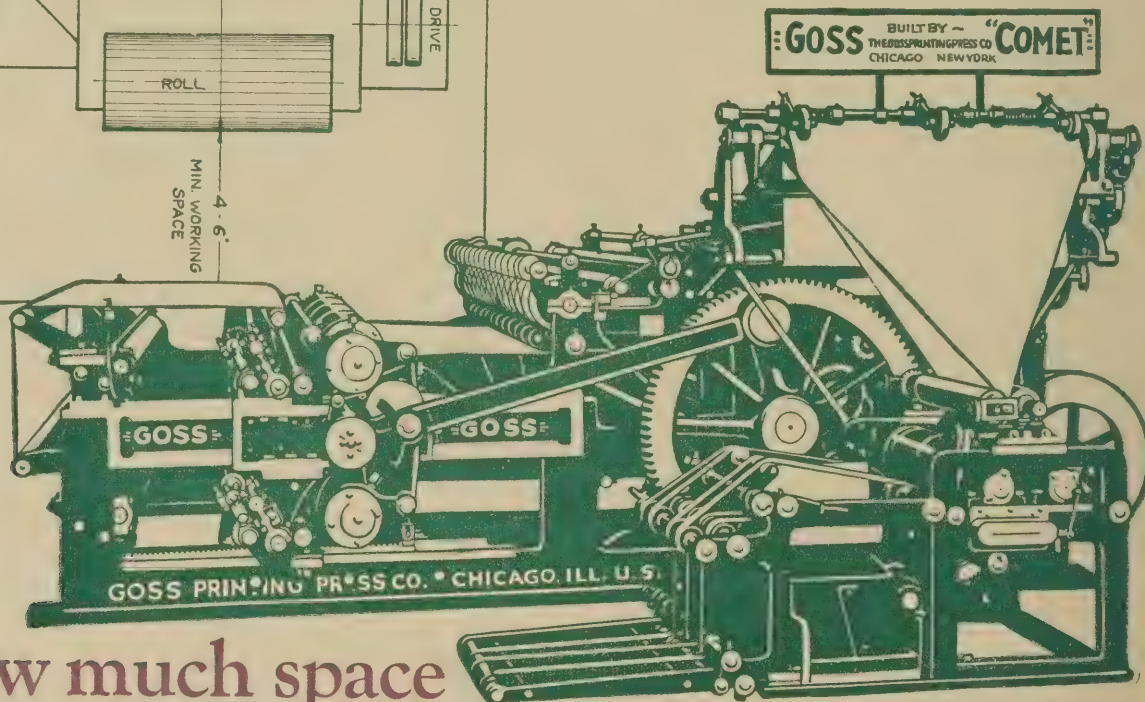


THERE ARE FOUR REASONS against giving it: (1) Because the printing of advertising matter as news is a betrayal of trust of an editor to his readers, forcing something on them that is not what it seems to be; (2) Because it does not treat all advertisers alike; (3) Because it reduces the value of all advertising space; (4) Because a paper which induces an advertiser to use display space only by large concessions of free space is a paper too weak to be of any value as an advertising medium. Such a publisher does not in fact consider his own advertising space worth as much as he asks for it

*The Printers' and Publishers'
Experience-Exchange*



THE Goss Engineering Department is at your service. It will give us pleasure to make a scaled layout of your pressroom showing the **COMET** placed in it. Merely send a rough sketch of the room with some idea as to where the roll paper would enter and where you would wish to have the finished papers leave the room. There will be no obligation.



How much space have you in your press-room?

The above diagram shows the small space which is required for the installation of a Goss "COMET".

This little press with its big capacity — it folds as it prints 3,500 four, six or eight pages of 6, 7 or 8 columns per hour — is extremely popular with enterprising publishers. You should investigate the reasons.

The Goss "COMET" has but half as many composition rollers as other flat bed presses.

And these rollers are interchangeable. It is also equipped with the many other latest patented Goss devices found essential to fine printing at lowest cost.

Built by the same mechanics and in the same shops where the presses for the big city newspapers are constructed. Backed by the same famous "sleepless service" on which the world's largest publishers rely. *Catalog and foundation plans gladly furnished.*

THE GOSS PRINTING PRESS CO. CHICAGO

The Goss Printing Press Company, of England, Ltd., London

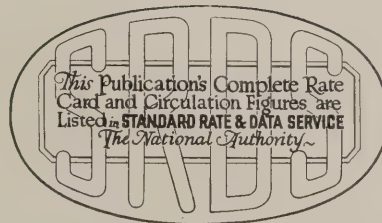
GOSS

STRAIGHT LINE

GOSS HIGH SPEED

"The man we must get our story before is the national space-buyer. Certainly no national space-buyer refers to any other publication so continuously and so interestedly day in and day out as he does the current issue of the STANDARD RATE AND DATA SERVICE."

JAMES W. CULLEN, President
ROBERT E. WARD, INC.,
Publishers' Representatives
Chicago.



PUBLISHERS—This electro will be furnished to you, free of charge. Use the symbol in your advertisements, direct-by-mail matter, letter-heads, etc. It's a business-producing tie-up—links your promotional efforts with your listing in STANDARD RATE & DATA SERVICE.



The Service Represents an Ideal Medium for Your Advertising

STANDARD RATE & DATA SERVICE

536 Lake Shore Drive

CHICAGO

New York

San Francisco

London

MUNDER

as the name
of a type
face

MUNDER VENEZIAN

6 Point 29 A 58 a
THE LURE OF TYPE THAT
pleases insures the printer fame

8 Point 27 A 54 a
NOTE ITS CHARM OF
design and practical worth

10 Point 24 A 48 a
USED FOR DIVERS
type displays of merit

12 Point 21 A 40 a
An Excellent Face

14 Point 17 A 34 a
Inferior to None

18 Point 12 A 23 a
Acts the Best

24 Point 8 A 16 a
Zinc Reef

30 Point 7 A 14 a
Use Ink

36 Point 6 A 10 a
Sold It

42 Point 5 A 10 a
Build

48 Point 5 A 9 a
Haft

SIZES 60 AND 72 POINT
ALSO MADE

DEAN OF PRINTERS is a title awarded by popular acclaim to but a few in the history of graphic arts in America. Franklin certainly earned it, and DeVinne in his period rightfully received and gracefully wore the mantle. In our time, those who know the man and esteem his works, bestow the laurel on NORMAN T. A. MUNDER, of Baltimore. That Munder typographic art and something of the Munder methods and success in creating and selling fine "printed salesmanship" may be more widely placed before the craft for its emulation and advancement, we name this type for him, and he has agreed to design for us a specimen booklet displaying how Munder type may be most effectually used in their day's work by craftsmen of printing and advertising professionals

Added to its value as a type of excellent design is the assurance that a great printer will take a special interest in it and will demonstrate its best use for the benefit of all. An italic is to be shown later, and perhaps additional variations, together with appropriate decorations—the decorative designs to be the work of Ethel G. Hoyle, well known artist of New York

Cast of Superior Copper-Mixed
Type Metal by

MUNDER BOLD

6 Point 29 A 57 a
THIS EFFECTIVE SERIES
produces better printed pages

8 Point 25 A 48 a
FINE BOLD BEAUTY
distinct and useful type

10 Point 23 A 44 a
MAKE ADS PULL
sets attractive cards

12 Point 20 A 38 a
Acid Flavor High

14 Point 17 A 32 a
O Insipid Stuff

18 Point 12 A 23 a
Quip Urged

24 Point 8 A 14 a
Bolt Kill

30 Point 6 A 12 a
He Cut

36 Point 5 A 10 a
In Bid

42 Point 5 A 9 a
Meal

48 Point 4 A 8 a
Deft

SIZES 60 AND 72 POINT
ALSO MADE

BARNHART BROTHERS & SPINDLER

CHICAGO WASHINGTON, D. C. DALLAS OMAHA SEATTLE
SAINT LOUIS KANSAS CITY SAINT PAUL VANCOUVER, B. C.

CANADA: American Type Founders Co., Winnipeg—Toronto Type Foundry Co., Ltd., Toronto and Montreal
Also supplied by American Type Founders Co., all U. S. A. Branches

THE DOUBLE WIDTH TUBULAR DUPLEX PRESSES

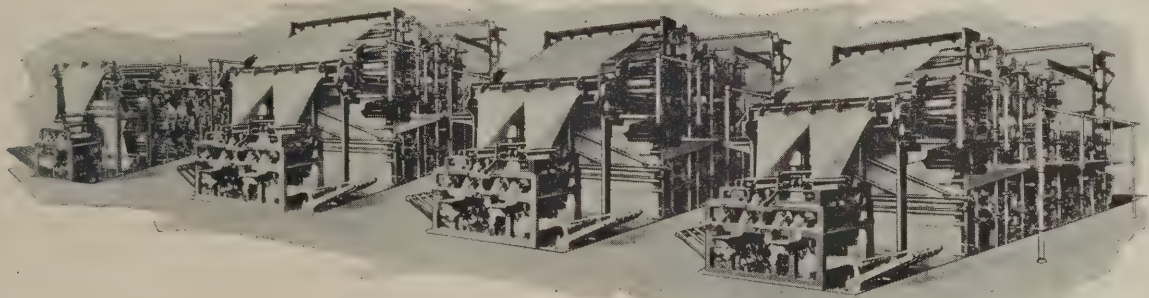


NEW HOME OF THE VANCOUVER DAILY
PROVINCE OF THE SOUTHAM STRING

— AS —

METROPOLITAN
EQUIPMENT

DOUBLE THE PRODUCT
PLATE FOR PLATE



A BATTERY OF THREE FORTY-PLATE PER PAGE METROPOLITAN TUBULAR PRESSES
SUPPLEMENTED BY A 12 CYLINDER TUBULAR COLOR PRESS

The Vancouver Daily Province, after fifteen years of experience with Duplex Tubular Plate Presses, re-equip with Metropolitan Tubular Plate Presses, as shown above, to meet the rapid growth of their paper, now crowding the 100,000 daily mark.

Our Customers Write Our Ads

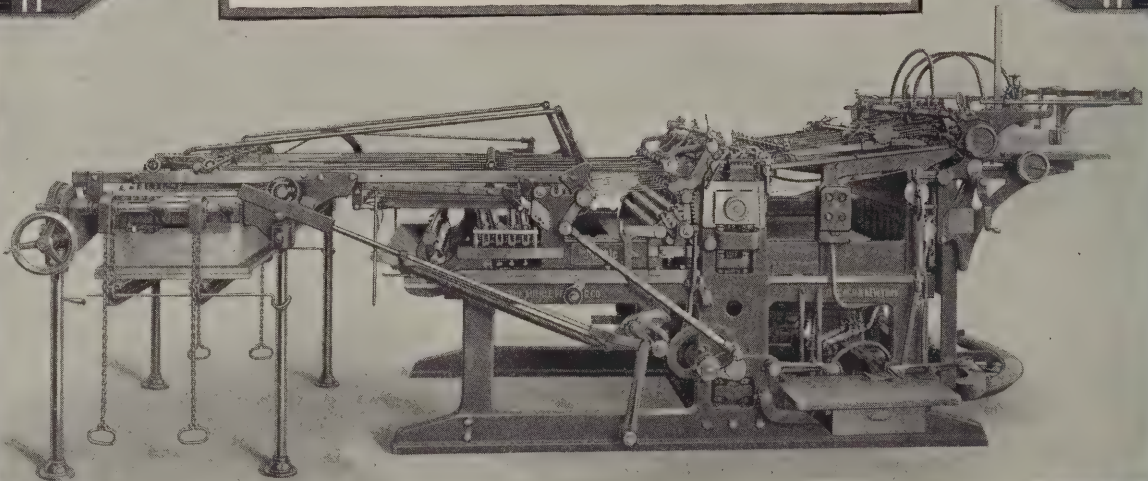
THE DUPLEX PRINTING PRESS COMPANY
of Battle Creek, Michigan

World Bldg.
New York

Chicago Temple Bldg.
Chicago

de Young Bldg.
San Francisco

Miehle Automatic PRESSES for Continuous Production



ECONOMY

THE order of the day is rigid economy. More than ever, the most thoroughgoing pruning of every unnecessary cost is the essential basis of the printer's salvation.

In the pressroom, this means the utter necessity for the installation of MIEHLE AUTOMATIC PRESSES. Their use cuts deeply into the greatest of all cost factors—the payroll.

With MIEHLE AUTOMATIC PRESSES, *two* dollars in wages will do the work of *three*. You get 1½ for 1.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth and Robey Streets, Chicago

Sales Offices in the United States

CHICAGO, ILL.
1218 Monadnock Block
BOSTON, MASS.
176 Federal St.

NEW YORK, N. Y.
2640 Woolworth Bldg.
SAN FRANCISCO, CAL.
693 Mission St.

PHILADELPHIA, PA.
1015 Chestnut Street

ATLANTA, GA.
Dodson Printers Supply Co.

DALLAS, TEX.
611 Deere Bldg.

DISTRIBUTORS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

SEEING ALL SIDES

THE SEYBOLD 32" AND 38" AUTOMATIC CUTTERS

FRONT VIEW

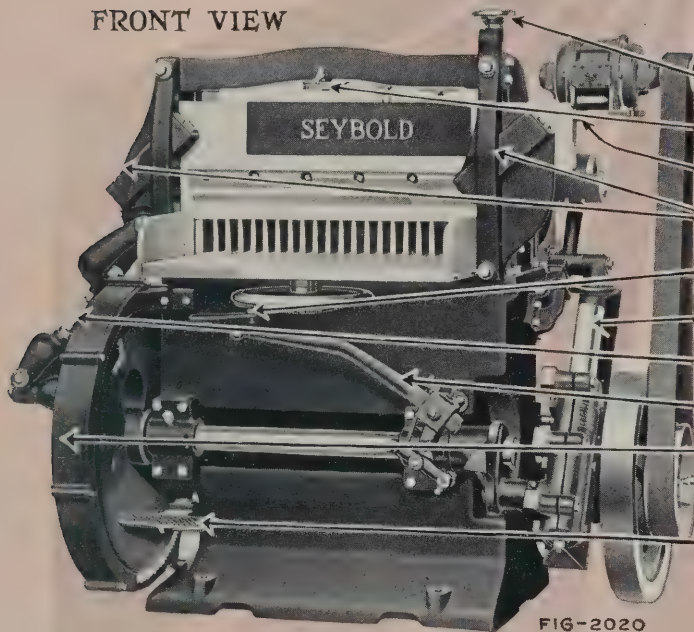


FIG-2020

- ADJUSTMENT FOR LEVEL OF KNIFE
- STEEL TAPE GRADUATED TO SIXTEENTHS OF AN INCH SHOWS POSITION OF BACK GAUGE
- MOTOR BRACKET IS ADJUSTABLE VERTICALLY FOR TIGHTENING BELT
- SHEAR GUIDE BLOCKS AT BOTH ENDS OF KNIFE BAR DIRECT THE KNIFE IN A DOUBLE SHEAR MOTION
- BACK GAUGE OPERATING WHEEL AND LOCKING LEVER
- AUTOMATIC CLAMP FRICTION DOES NOT REQUIRE OIL OR CONSTANT ADJUSTMENT
- ONE ADJUSTMENT FOR KNIFE WEAR
- STARTING LEVER MAY BE PLACED AS SHOWN OR VERTICALLY OUTSIDE AT RIGHT
- GEARS COMPLETELY COVERED WITH METAL GUARD
- ONE GREASE CUP LUBRICATES PULLEY, FLYWHEEL AND CLUTCH
- TREADLE FOR BRINGING CLAMP TO THE PILE WHEN DESIRED TO SEE WHERE KNIFE WILL STRIKE

REAR VIEW

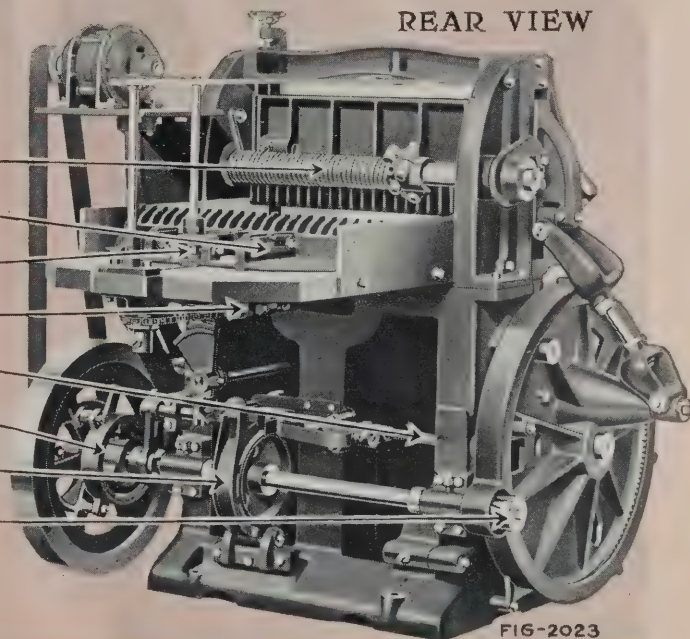


FIG-2023

- CLAMP COUNTER-BALANCE SPRING MAKES ACTION OF TREADLE EASY
- BACK GAUGE IN THREE SECTIONS. EACH SECTION MAY BE OFFSET FOR TRIMMING BOOKS OR PAMPHLETS
- PARALLEL ADJUSTMENT FOR BACK GAUGE
- GIB FOR TAKING UP LOST MOTION OF BACK GAUGE
- SAFETY BOLT AUTOMATICALLY INTERPOSED LOCKS KNIFE BAR AT TOP AFTER EACH CUT
- MAIN DRIVING CLUTCH
- FRICTION BRAKE
- SAFETY WASHER WHEN SUBJECTED TO OVERLOAD WILL PART AND PROTECT MACHINE FROM DAMAGE

MACHINERY FOR
BOOKBINDERS PRINTERS
LITHOGRAPHERS
PAPER MILLS
PAPER BOX MAKERS
PAPER HOUSES
TEXTILE MANUFACTURERS
ETC.

THE SEYBOLD MACHINE COMPANY
MANUFACTURERS OF CUTTERS AND DIE PRESSES
MAIN OFFICE AND FACTORY
DAYTON, OHIO, U.S.A.

AGENCIES

NEW YORK	CHICAGO
ATLANTA	DALLAS
SAN FRANCISCO	PARIS
TORONTO	LONDON
	BUENOS AIRES
	STOCKHOLM



THE SEYBOLD AUTOMATIC KNIFE GRINDER

The importance of the work
which a Paper Cutter has to do
warrants the best grinding equipment

Economical operation of cutters and
the quantity and quality of production
depend on properly ground knives

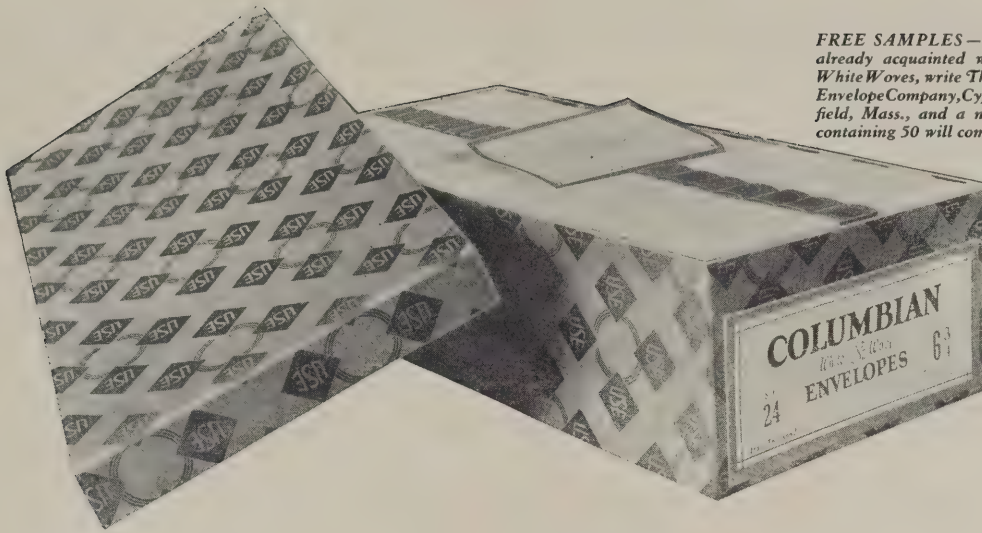
These facts demand your investigation

THE SEYBOLD MACHINE COMPANY

MAIN OFFICE AND FACTORY — DAYTON, OHIO, U. S. A.

MANUFACTURERS OF
CUTTERS AND DIE PRESSES

And Machinery for Bookbinders, Printers, Lithographers, Paper Mills, Paper Box Makers,
Paper Houses, Textile Manufacturers, Sample Card Houses, Etc.



FREE SAMPLES—If you are not already acquainted with Columbian White Woves, write The United States Envelope Company, Cypress St., Springfield, Mass., and a neat sample box containing 50 will come to your desk.

To have and to hold— your customers

NO matter what your customer pays for envelopes, he expects them to make good.

To sell him an envelope that may not “deliver the goods” is to risk losing his confidence.

When you sell Columbian White Wove Envelopes, you *know* he will be satisfied. He will like their clear, white color and amply strong paper with its good writing surface. His stenographer will find them “great” for typing. If he wants them printed, you’ll have no trouble in striking a clear impression, even with halftones.

He will like the Columbian White Wove Box, with its dust- and soil-proof design. The box will keep its contents

as slick and smart as when they were banded at the factory.

He will be interested in the guarantee slip that goes into every box of Columbian White Woves. When he re-orders a month or three months hence, he’ll get exactly the same standardized quality he gets now.

Columbian White Woves are the best prescription we know to cure the “shopping around” habit. Sell a man envelopes that make good, that are reasonably priced and that he can easily re-order **BY NAME**—and he doesn’t need to shop around.

You can get Columbian White Woves quickly in all commercial sizes from 5 to 14 and Monarch, from your regular paper merchant.

USE

The maker's initials
USE
are watermarked right
in the stock

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

Springfield, Mass.

Location	Division
Worcester, Mass.	Logan, Swift & Brigham Envelope Co.
Rockville, Conn.	White, Corbin & Co.
Hartford, Conn.	Plimpton Manufacturing Co.
Springfield, Mass.	Morgan Envelope Co.
Waukegan, Ill.	National Envelope Co.

Location	Division
Springfield, Mass.	P. P. Kellogg & Co.
Worcester, Mass.	Whitcomb Envelope Co.
Worcester, Mass.	W. H. Hill Envelope Co.
Indianapolis, Ind.	Central States Env. Co.
San Francisco, Cal.	Pacific Coast Env. Co.
Philadelphia, Pa.	The Monarch Envelope Co.



**600 ROUSE
Paper Lifts
Now in Use**

Big Sales of these Three ROUSE Products

Great plants such as A. H. Pugh Ptg. Co., Cincinnati; Robert Gair Co., Brooklyn; Williams Ptg. Co., New York; Smith & Porter Press, Boston; Toby Rubovits, Chicago—are among the many users of Rouse Paper Lifts. Every owner of a cylinder press should investigate Rouse Lifts—for greater production at a very small installation cost.

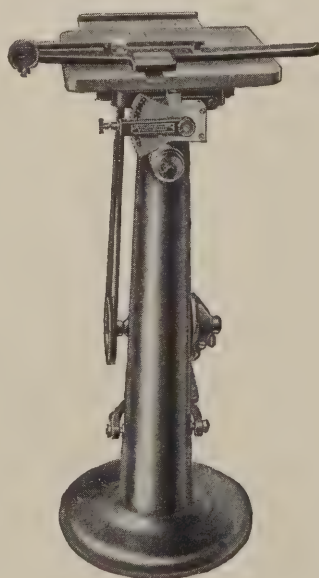
The Rouse Rotary Miterer is an extremely popular machine, so rapid and accurate that it astonishes the most optimistic purchasers.

Rouse Roller Cooling Fans are belt driven—from the press—and are used on hundreds of cylinder presses.

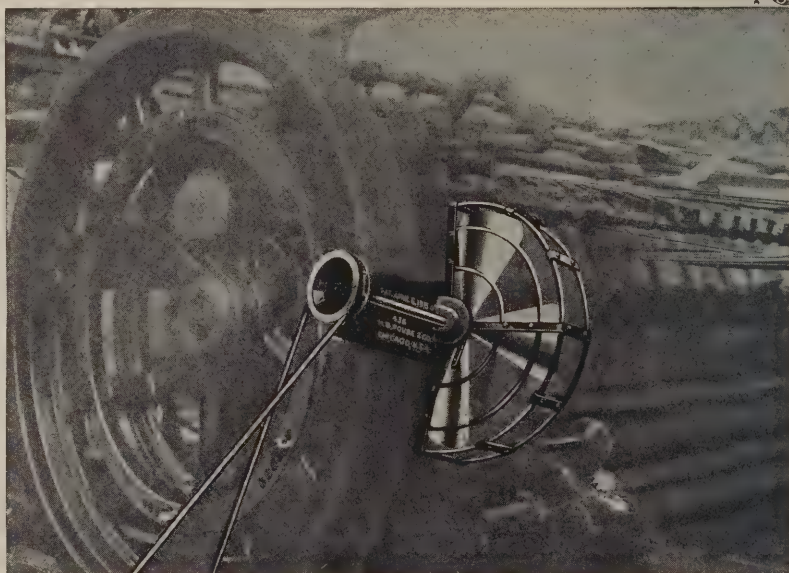
Last Call for Roller Fans

Letters of congratulation and endorsement continue to pour into our offices from composing rooms where the Rotary Miterer has been installed.

Roller Fan orders must reach us immediately for delivery before hot weather this summer. Fans for Miehle, Babcock and Premier presses—prices from \$25.00 to \$60.00. Type Founders branches will take your order.



Rouse Rotary Miterer



*The ROUSE Roller Fan Keeps
Rollers Cool and Clean*

IN CANADA: ROUSE HEAVY PRODUCTS SOLD EXCLUSIVELY BY TORONTO TYPE FOUNDRY COMPANY, Ltd.

ROUSE

H. B. ROUSE & CO.
2214-16 WARD ST., CHICAGO

ROUSE

NATIONAL PRINTER-JOURNALIST

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Advertising Rates on
Application

Volume 43

Milwaukee, Wis., June, 1925

No. 6



BASIL L. SMITH

Basil L. Smith System, Inc.

REVENUES from advertising pay most of the bills for newspaper owners. Newspapers strive to increase advertising revenues by increasing circulation. They hope to double their income by doubling their circulation.

It takes years of time and "mints" of money to double the circulation of

Quicker : : : And Pays Better

*Doubling Circulation a "Bear's Job";
Doubling Reader-Interest The Thing!*

By **BASIL L. SMITH**

BASIL L. SMITH is an internationally-known expert on Classified Advertising. These excerpts from one of his sparkling addresses are worthy of close and careful study by every printer-publisher. *They foreshadow the Newer Idea in this field—the idea of Intelligent Service, as against boisterous, unhealthy, wasteful "competition"—price-cutting and destructive lack of faith in fellow-workers. Mr. Smith tells not only what and why, but HOW.*

—J. L. M.

a newspaper. On the other hand it is easier and cheaper to increase an even hundred fold the "advertisement-reading" habit of the established circulation of a newspaper than to double the circulation of the paper. The results in increased revenue will be the same. The magnitude of circulation does not determine the results to advertisers.

Newspapers are judged as to their popularity with the people by the volume of advertising they carry in their columns. *Educate the reading circulation to read the advertisements of a paper and it will not be necessary to teach the advertisers to make daily use of that medium. The "advertisement-reading" habit is the most important factor in the growth of newspapers of today.*

IT is my purpose to show the value of giving *SERVICE* to the readers in the building up of classified advertising patronage to a newspaper. The question of service to readers may be more perfectly defined, described and procured in classified than in display advertising.

Service to the readers of classified advertising is best given by a newspaper

when that paper makes it possible for its readers to find, with the least expenditure of time and energy, all things in which they are interested and for which they look.

Newspapers usually group classified advertising only under general classifications. In order to increase the service to the readers, these general classifications should be further divided.

EVERY good newspaper, small or large, can successfully build up its classified advertising volume to the point of profit-making in terms of net revenue in the till, only when it shall have established, forever unchanging, the appended phases of service to the readers and the advertisers who support that newspaper.

It may take months and years for organized classified effort to so fix the poise and purpose in service to readers and advertisers as to establish the maximum of reflex service to the newspapers as stated herein.

ALL compensation is based upon some form of service. The following kinds of service are basic in classified advertising:

SERVICE TO THE READERS

1. Perfect catalogue form of the medium for ready reference.
2. Best quality of goods offered and right prices given.
3. Daily numbers and variety of advertisements.
4. Full and truthful descriptions of the offerings.

This service to the readers creates the daily reading habit.

SERVICE TO THE ADVERTISERS

1. Buying quality and adequate distribution of the circulation.
2. Organization effort for full, descriptive, selling copy.
3. Established classified reading habit in the circulation.
4. Maximum result-producing for every-day advertising.

This service to the advertisers creates daily voluntary patronage.

SERVICE TO THE NEWSPAPER

1. Popularized classified medium with a permanent reading habit.
2. Voluminous daily voluntary patronage from satisfied advertisers.
3. Minimum wage selling cost in the production to the newspaper.
4. Continuous profit-making classified advertising medium.

This service to the newspaper is the result of the service to both the readers and the advertisers.

*Largest Advertisers Judge
Newspaper by Its Classified*

A GLANCE at a weather vane tells you how the wind blows. A glimpse of a barometer tells you whether to expect rain or shine. And a look at a newspaper's *classified* section tells an experienced advertising man what sort of a medium he is considering.

"The paper with the classified is the paper with the reader-interest"—and there's good chance that it has the circulation in the bargain. It's the paper that's bought, read and depended on. National advertisers know this—and act on it. *Newspaper men know this—and many of them don't act on it.*

The interest of a newspaper lies largely, of course, in its news. The actual usefulness of the newspaper, aside from the general service and educational factor of its news, lies in its advertising. This service side of every newspaper falls into two very different parts—display, and classified advertising. The display branch is generally well understood and handled, and has been developed to a most satisfactory proportion of its possibilities. The other, *classified advertising is, in the case of nine newspapers out of every ten, in its infancy as far as its real future usefulness is concerned.*

WHEN you think about the assets of a newspaper, you naturally think of its plant and equipment, its circulation and its revenue. You think, too, of its good will. And right here is the point—do you think enough of its

good will to realize what a great factor it is in assessing the total value of a newspaper?

Fire might destroy the newspaper's plant overnight, but genuine good will cannot be overthrown by any twist of fate or unforeseen calamity. The one asset of a newspaper on which no one can put a finger and say, "here it is—look at it," is also the most stable, the most essential and the most worthy of intelligent study and appreciation.

Household Clearance

Many a prudent housewife has found it profitable to call upon Journal-News Want Ads to effect a household clearance sale.

In many homes there are stored away disused articles of household equipment, sewing machines, baby carriages, articles of furniture and even personal apparel and other individual things—all of which may be quickly turned into ready cash.

By taking advantage of the Journal-News Want Ads, a market may be developed for all used articles that may have any intrinsic value.

A household clearance sale, conducted through Journal-News Want Ads, has been the means of ridding many a household of discarded articles.

Journal-News Want Ads will bring buyer and seller together. Use them—the cost is small.

Classified Advertising Rates
2c Per Word Per Insertion
(1st Insertion Charge Extra)

Journal-News Want Ads Bring Results

Phone Jackson 7780

In Racine Most People Read The Journal-News

IN SPRING, OR IN FALL
*Racine (Wis.) Journal-News Gains
Attention for Helpful Ideas*
(5 COLS., FULL)

The editorial policy used to count very strongly in determining the popular favor of the newspaper. But this has changed. Circulation, too, though still an essential feature in gaining and maintaining prestige and patronage, is on many newspapers perhaps not quite the same thing it used to be.

And then we come to *advertising*—both display and classified. We see in them the *twin sources of a newspaper's greatest supports—revenue and good will!*

From the standpoint of immediately recognizable revenue, display advertising overshadows classified. But from another and equally important point of view, that of the most essential and personal service to the greatest possible numbers of readers and advertisers, classified advertising most decidedly shows the way to its big brother, display. And it is able to do this because it is, what display can never be, *essentially and primarily an individual service to each reader of the newspaper.*

*Classified Advertising Is
In a World of Its Own*

WHO, for instance, reads the billboards? Who reads magazine ads? Who reads car-cards? Who reads newspaper display ads? And who, last but by no means least, reads *classified*?

Billboard advertising is read by people who are on the move—on foot or in trains, trolleys or automobiles. They haven't time for much more than one eyeful.

Newspaper display ads reach a more leisurely audience. Like the billboards, they must attract attention, but once that is gained they can go into much greater detail in telling their stories. They can reason and convince.

The one point in common between these different kinds of advertising is their necessity for catching the reader's attention and compelling his interest. To do this, they make use of illustration, color, striking type and unusual lay-out.

But when we turn to *classified advertising, it is like stepping into another world.* Here are no large heads, no illustrations, no clever copy. And the reason? *Classified ads don't have to go after their audience—their audience comes to them!* The auto salesman looks you up to try to sell you one of his cars. But you call "central" when you want her to make a phone connection for you.

What, then, does this audience that seeks out the classified ads—instead of being sought out by them—want? What does it expect to find in the classified columns that will repay its attention and interest? What should a classified ad be?

The classified audience is made up of people who have definite needs to be satisfied, or at least of readers who are on the alert for opportunities to satisfy their own needs or those of others. They are opportunity hunters. They are on the trail of economy, satisfaction and profit. And what they want is *information!* There is the whole truth of what a classified ad should be—in a nut-shell. It should tell the truth, the whole truth and nothing but the truth. If every ad that was printed in your medium contained all the important facts that readers would like to know, and no unnecessary words—reader-interest and results would increase by leaps and bounds.

The same people read classified who read the billboards and the car-cards and the display ads in the newspapers. But they come to these little classified ads in an entirely different attitude of mind. *They want advice—buying and selling counsel. They want to know where they can get what they want—and where they can get it the quickest and for the least money.*

Boiled right down to its essentials, classified advertising is fact-advertising. Perfectly indexed, perfectly catalogued facts, and plenty of them—there you

SO MANY CANS of BEANS in a GROCERY

have classified advertising that is qualified to meet the most exacting service demands of all the readers who consult it.

Most People Still Need Education in Classified

WHEN you mention classified advertising to nine people out of ten, they will say, "Oh, you mean those little ads you use when you need help or want to rent a room or something like that." That's their understanding of classified advertising. *Their ideas about automobiles have been greatly changed in the past fifteen years, but their ideas on classified have remained just about as they were.*

The main thought about classified ads seems to be that they are good things to use in an emergency—when anyone wants something. This same public has been educated to read and believe in display advertising—which fact has played a dominant part in the tremendous development of display business. But it has not been educated to the new development, the new conception and the new service factors of classified advertising. Like the celebrated and often mentioned Topsy, classified has "just growed"—and often it hasn't "g-owed" very much or very successfully.

The responsibility of educating more and more people all the time to the service of a classified medium such as your newspaper offers is clear. It rests with the classified organization, backed up by the management of the newspaper.

It can be accomplished in two general ways—through service and through publicity. The public must be told about the usefulness of your classified medium—and then shown that this claim is supported by facts.

Service to the Public, and Service to Advertisers

THE service that will most directly acquaint the people of the community with the new idea of classified falls into two parts. First of all, working toward a perfect medium means giving constant increasing service to readers. It backs up publicity claims of the readability and ready-reference factors of the classified columns.

And then, there is service to advertisers—which is directly educational in its effects. Every time a contract or transient advertiser is sold on the idea of indexed ads, of alphabetical listing, of full description copy—he is sold on the new idea of classified that your organization should be working to build. When by tact and suggestion and service in ad-writing you convince an advertiser that results for him depend directly on service to the readers, you have begun to put over the idea that classified ad-

vertising, as your newspaper should think of it, is a community service that is firmly based on community interest and confidence.

Let's not think of classified ads as we're used to thinking of them, for a minute. *Let's consider them as though they were so many cans of beans in a grocery store.* What reasons would we have for using or reading them?

In the first place, we buy the beans because we need nourishment and like beans. And we buy a particular kind of beans because the quality is unvaryingly good and the store always carries them. The way they are put up brings them to us tastily, and the price is what we think a can of beans is worth.

BASIL SMITH'S QUAINT LESSON

LET'S think for a moment of CLASSIFIED ADS as though they were so many CANS OF BEANS IN A GROCERY STORE. Like beans, people use classified because they have needs which they know classified ads can satisfy...their selling and buying is similar....The public...the bean-eating, trolley-riding, classified ad-using public—is educated to Service. It expects it. And, when it gets it, it sticks to the institution that gives the Service and builds its success.

But how about the classified ads? If we use or read them, it is because we have needs that we know classified ads can satisfy. If we turn to your newspaper's classified ads, it's because we've learned that they have the volume and the reader-interest that gives them quality. And the classified section or the telephone is always handy, depending on whether we want to read or use the ads. Further than this, we know that the way the ads appear in the paper—their perfect classification and listing, their indexing and full description—brings them to us or the readers we want to reach in a convenient and attractive way. And when we want to use one, the price per line and per insertion is what we think a classified ad is worth.

Now, there's the service side of beans and classified ads—from the efficiency standpoint. From the point of view of courtesy, it's up to the clerks at the store where we buy the beans, and the advertising of the company that bakes the beans, to create a favorable impression for the product they handle. If the clerks reach for the can's with a

"Beans?, Yes, indeed—we enjoy selling you these beans!" attitude—and if the bean company shows us how we can better prepare the beans we buy, and generally keeps us sold on their interest in giving us the best baked beans possible—then we feel that we've been most courteously treated in our bean-buying.

Sell Right Ad to Right Customer, in Right Way

IT goes without saying that for classified ads to be well sold, they must be sold with the "we enjoy selling you these ads" attitude. When to that atmosphere is added the right touch of "we believe that this ad will get the results you want"—the patron has been handled courteously and efficiently.

Selling the right ad to the right customer in the right way is the whole story of successful classified sales effort.

Good beans well sold and good ads well sold produce the same results—they bring their users back for more. They do even more than that, because satisfied users are sure to pass the good word along to their friends.

The public—the bean-eating, trolley-riding, classified ad-using public—is educated to service. It expects it. And when it gets the service it thinks it is entitled to—it sticks to the institution that gives the service—and builds its success!



CLASSIFIED AD-MEN

STOP FIGHTS; CO-OPERATE

JOHN L. IRVIN, classified manager of the Des Moines (Ia.) *Register-Tribune*, and president of the Association of Newspaper Classified advertising managers, is giving a lot of time to promoting the growth of the organization and also sectional organizations. In a recent statement he appeals for co-operation among the classified advertising men in various cities, citing the luncheon recently held in Atlanta, at which all persons identified with all the classified departments in that city were present; another, at Nashville, Tenn. "Get together to build up classified, instead of spending time fighting each other," he said.

SLOT MACHINES—Some critics call some papers "slot machines." You put in some money and get a dozen times as much free publicity. The Shamokin (Pa.) *Daily News* recently advertised for a second-hand slot machine, declaring its intention to run it in its office, with just as much right as barber shops and pool rooms. The idea was to campaign against the slot machine evil.

THE meanest competitor is the man who keeps you from taking his business from him.—*Paper Book*.

John C. Lochner Wins N. E. A. Membership Drive Crown

Choses Louisiana Chest; Meredith Takes Watch; Latimer, a Fine Holstein Calf

(SPECIAL CORRESPONDENCE)

EXACTLY 809 new members were added to the National Editorial Association in the contest closing May 1, 1925. Total value of awards was \$4,000. Winners were permitted to make selections according to their rank in securing the largest numbers of new members. Almost a half of the new memberships was turned in by the three top contestants.

The results are announced coincidentally with the annual convention and tour of the N. E. A., Richmond, Va., this month. The three top-notchers are:

LOUISIANA CHEST, *New Orleans Chamber of Commerce*—JOHN C. LOCHNER, Sarasota, Fla.; 132 new members. (He won the 1924 award.)

LOUIS XIV GRUEN WATCH—CHARLES M. MEREDITH, Quakertown (Pa.) Free Press; 110.

PURE BRED HOLSTEIN CALF, *W. F. Schilling, Northfield, Minn.*—JAMES C. LATIMER, Staunton, Va.; 110.

The award of a two-year subscription to NATIONAL PRINTER-JOURNALIST was selected by Victor R. Portmann, Madison, Wis.

The \$5 Stetson hat offered by John L. Meyer, editor of "NPJ," goes to A. W. Newett, Groveland (Fla.) *Graphic*.

Other awards and winners in the nation-wide contest are:

Pure Bred Duroc Gilt, Miller Brothers, Ponca City, Okla.—O. J. FERGUSON, Fredericktown, Mo.

Siamese Silver Bowl, Past President E. E. Brodie, Bangkok, Siam.—NETTIE B. CARDIN, Sioux Falls, S. D.

Advertising Mat Service, Meyer-Both Company—J. W. KAYSER, Chickasha, Okla.

Silk Flag, Eagle-tipped Pole, Belt and Cover, S. Blake Willden—C. R. CALLAGHAN, Bellevue, O.

Shorthorn Calf, American Shorthorn Breeders' Association—G. B. DOLLIVER, Battle Creek, Mich.

\$50.00 of Type, American Type Founders Company—WM. GROTE, Pikeville, Ky.

Remington Portable Typewriter—TIMOTHY BROWNHILL, Puente, Calif.

Advertising Space, Fourth Estate—J. P. O'FUREY, Hartington, Neb.

Desk Set, Californians, Inc., San Francisco—EDWIN A. BEMIS, Littleton, Colo.

Advertising Space, American Press—HOMER HARWOOD, Warren, Mich.

Set of Joseph Conrad's Works, Outlook Company—C. T. RAND, Philadelphia, Miss.

Advertising Cut Service, Western Newspaper Union—J. W. E. WADDELL, Walker, Minn.

Service and Casting Box, Publishers Auto-caster Service—ERWIN FUNK, Rogers, Ark.

Duroc Jersey Boar, E. T. Winship, Owatonna, Minn.—W. C. LUSK, Yankton, S. D.

Albamarle Pippins, Chesapeake & Ohio Ry.—S. M. SAUFLEY, Richmond, Ky.

\$100 Credit on Intertype—BENJAMIN YALE, Waynesfield O.

Advertising Space Editor & Publisher—W. W. AIKENS, Franklin, Ind.

Office Desk Set, Howard Paper Company—HERMAN ROE, Northfield, Minn.

Advertising Course, International—PAUL R. GODDARD, Washington, Ill.

\$25 Engravings, N. E. A. Engraving Dept.—G. S. CHAPMAN, Sanderville, Ga.

Split Bamboo Rod and Reel, R. R. Wise, Brainerd, Minn.—E. L. WHEELER, Waitsburg, Wash.

Porte Printers' Library—J. A. SHARPE, Lumberton, N. C.

Advertising Mat Service, Bonnet-Brown Corporation—G. L. CARWELL, Ames, Ia.

Thoroughbred Police Dog, Van Den Norden Kennels, Ashland, Wis.—N. A. NICHOLS, El Reno, Okla.

Twenty-five Pound Sack of Brownwood Pecans, Will H. Mayes, Austin, Tex.—CHAS. H. JENNESS, Rochester, N. H.

Numbering Machine, C. I. Johnson Mfg. Co.—CARL G. CLARKE, Perry, N. Y.

Week's Stay for Two at Hotel Ambassador, Atlantic City—CHAS. W. ROLL, Coraopolis, Pa.

\$10.00 in Gold, H. C. Hotaling—JOHN ZOOK, Lititz, Pa.

Dozen Eagle Golf Balls, A. J. Reach—J. W. SPRADLING, Sparta, Wis.

Fifty Pounds of News Ink, Philip Ruxton, Inc.—E. P. MARTIN, Miami, Okla.

CAPITAL LETTERS UNNECESSARY?

By FRED KELLY
The Nation's Business

ONE of the most intelligent men I ever knew is Dr. William J. Spillman, consulting economist in the U. S. Department of Agriculture. The last time I dropped in at Dr. Spillman's office I found him working on a type-writing machine which has no capital letters. I asked him why.

"Why should it have capital letters?" was his smiling reply. "Why should any machine have two sets of letters? Indeed, why should schools confuse pupils by teaching two sets of letters when one set is enough? Why should business men and others who write many letters continue the practice? I took my capital letters off this machine because I wanted room to put on various mathematical symbols that I really do need."

Then he showed me how he has merely one key which places a little curve over any letter to indicate that it is a capital. Thus one key takes the place of 25 others. When he writes a letter in long-hand, Dr. Spillman is similarly economical. He makes his capital letters the same as others, only larger.

I went away wondering how much time might be saved for future generations if business men who write more letters than any other large group, should decide to quit using two sets of letters.

Morocco Standard Dictionary, Funk & Wagnalls Co.—ANDREW W. HOPKINS, Madison, Wis.

Box of Oranges, Citrus Growers Association—S. S. BUZZERD, Berkeley Springs, W. Va.

LaSalle Business Course—GEORGE G. REED, Pine Bluffs, Wyo.

Newspaper Feature Service, Bonnet-Brown Corporation—JAMES H. CRAMER, Marquette, No. Dak.

Subscription, American Press—H. A. WOOD, Bangor, Mich.

Webster's International Dictionary, Miss Ferol Tyler—O. W. LITTLE, Alma, Kan.

Subscription, Fourth Estate—GEO. R. ELLISTON, Palmerton, Pa.

American Newspaper Annual and Directory, N. W. Ayer & Son—R. D. HOLMES, Gothenburg, Neb.

Twenty-five pounds Monotype Border, Lanston Monotype Machine Co.—J. W. HUBIN, Butterfield, Minn.

Robert A. Johnston Chocolates—C. L. HEDDEN, Biwabik, Minn.

Paintings of Game Birds, E. I. du Pont de Nemours Company—CHAS. H. BEESON, Winchester, Ind.

Subscription, Midwest Printer and Publisher—L. C. HALL, Wareham, Mass.

Five Dollar Stetson Hat, John L. Meyer, Editor, National Printer-Journalist—A. W. NEWETT, Groveland, Fla.

Subscription, Inland Printer—CHAS. H. FOGG, Houlton, Maine.

Paintings of Game Birds, E. I. du Pont de Nemours Company—CARL FEHLANDT, Port Washington, Wis.

Framed picture "Grand Canyon," Santa Fe Railway—C. E. PALMER, Texarkana, Tex.

Box Grapefruit, Citrus Growers Association—JOHN A. KUYPERS, DePere, Wis.

Bronzed Pitching Horse Shoes, Ohio Horse Shoe Company—A. E. VOORHIES, Grants Pass, Ore.

Framed picture "Lake Louise," Canadian Pacific Railway—MRS. JESSIE L. LEONARD, Winthrop, Mass.

Manual of Linotype Typography, Mergenthaler Linotype Company—FRED W. HILL, Hamburg, Ia.

Framed picture "S. S. Berengaria," Cunard—WILL TOWNSLEY, Great Bend, Kansas.

Subscription National Printer-Journalist—VICTOR R. PORTMAN, Madison, Wis.

Framed picture "Yellowstone Canyon," Northern Pacific—D. E. WILLIAMS, Fallon, Nev.—WALLACE ODELL, Tarrytown, N. Y.

Framed picture "Lake Pepin," Burlington Railroad—W. J. SEIL, Grayville, Ill.

Framed picture "St. Mary's Lake Glacier Park," Great Northern—J. W. WHITNEY, Marshall, Minn.

Framed picture "Mt. Edith Cavell," Canadian National—OTTO BAUMGARTNER, St. Paul, Minn.

Manual of Linotype Typography—J. E. WORTHINGTON, Lake Wales, Fla.

Pitching Horse Shoes, National Standard Horseshoe Company—EDWARD S. WHITE, Walton, N. Y.

Framed picture "Harper's Ferry," Baltimore & Ohio—JONATHAN F. COMSTOCK, Cranston, R. I.

Smithfield Ham, Chesapeake & Ohio Railway—L. H. BOWEN, Brookhaven, Miss.

Paintings of Game Birds, E. I. du Pont de Nemours Company—ROY BENEDICT, Hobart, Okla.

Reproductions of Paintings of Game Birds, E. I. du Pont de Nemours Company—DEE KAY VOSE, London Mills, Ill.

Framed picture, Chicago, Milwaukee & St. Paul—G. LANSING HURD, Corvallis, Ore.

Manual of Linotype Typography—W. A. BLACK, Lawson, Mo.

Classified Ads, Midwest Printer and Publisher—LOUIS C. SCHLIEP, Tupper Lake, N. Y.

Reproductions of Paintings of Game Birds, E. I. du Pont de Nemours Company—J. SLIDELL BROWN, Elkins, W. Va.

Framed picture "Twentieth Century Limited," New York Central Lines—ROBIN HOOD, Washington, D. C.

Reproductions of Paintings of Game Birds, Novotny, Emck & Kuesel—LEE A. RICHMOND, Oxford, Nebr.

Reproductions of Paintings of Game Birds, E. I. du Pont de Nemours Company—E. B. ODDY, Woonsocket, S. Dak.

Framed picture "S. S. Empress of Canada," Canadian Pacific—C. E. JOHNSON, Gibbon, Neb.

Framed Etching, Greenbrier Hotel, White Sulphur Springs—J. S. HUBBARD, Columbia, Mo.

Framed picture "Hot Springs Country," Homestead Hotel, Hot Springs, Virginia—J. C. ROGERS, Dyersburg, Tenn.

"Keeping the Wheels Going," Porte Publishing Company—B. H. READ Los Angeles, Calif.

Saving 1 Step, All Around, for Composing Room, Saves 20%

A Dozen Unusual Points in This Story to Measure Equipment to Service Needs

By CHESTER W. ADAMS
Manager, Vincennes (Ind.) Commercial



CHESTER W. ADAMS
His Experience-Story Herewith Covers Most Vital Problems

A—COMPARISON OF COMPOSING ROOM COSTS

	1919	1920	1921	1922	1923	1924
Total inches	378,483	413,427	450,806	*376,320	553,225	544,756
Total pages	2,588	2,792	2,698	2,236	3,288	3,248
Wages	\$7,235	\$12,173	\$16,905	\$14,423	\$18,396	\$18,003
Hours	12,767	16,776	22,714	20,720.5	25,767	24,318
WAGES PER PAGE	\$2.79	\$4.37	\$6.27	\$6.46	\$5.69	\$5.54
WAGES PER HOUR	\$5.68	\$7.25	\$7.44	\$6.98	\$7.15	\$7.42
HOURS PER PAGE	49.3	60.2	83.2	92.7	78.3	74.8
Hourly Efficiency						
per Page	100.	82.0	58.5	53.3	63.2	66.0 A
With 1922 as Normal				100.0	118.4	124.0 B

A—Before equipment installed
B—After equipment installed
* 10 months only.

THE successful business is the one which can adapt itself to conditions as they are, at any time, at any moment, and that can utilize innovations without increasing the overhead. The first element of composing room equipment is the human. Equip it with loyal and efficient men.

COMPOSING ROOM! The thought comes that *this should be a room where not only type should be composed, but the minds and hearts and thoughts of every one connected therewith.*

One day, everything goes wrong; the proofreaders are swamped with errors; the machines jam; there is too much stuff tied up; ads are heavy, and the boss does not feel well himself, and the whole job is a drive. And another day it is just the opposite. And so, if we are planning to cover costs by the time element, we have necessarily to strike an average covering an adequate time in order to average properly the human eccentricities.

IN the earlier days, all type was hand set, and row upon row and tier upon tier of type cabinets and cases had to be maintained. In 1902, the Vincennes Commercial installed a Simplex, and in 1904 a new (then modern) Mergenthaler Linotype machine replaced it. This was a great innovation on a daily with less than 1,000 circulation; and it was the beginning of modernizing the composing room. *We have always kept our composing room equipped up to the top notch of what the plant could afford.* The Commercial now has a circulation of 5,800 paid, and on the floor of the composing room are to be found modern and new typesetting machines—one In-

tertype with single magazine for straight news matter, one Linotype and one Intertype each with extra and side magazines for ads. In addition to this, there is a Ludlow Typecaster with several cabinets of type, from 12-point to 70; then there is an Elrod machine which casts slugs, leads, rules and borders. We have also a Miller bench saw-trimmer

at the elbow of the men, where slugs may be cut to proper size. We also have the large Miller Saw-Trimmer in our stereotyping department. Every piece is electrically equipped with individual motors, and the machines are all equipped with electric melting pots, with the exception of the Elrod, which uses gas. Our mechanical department is capable of producing 8, 10, 12 or 16 pages every day, and on Sundays we often produce up to 24 pages.

(CONCLUDED ON NEXT PAGE)

B—SAMPLE OF COMPOSING ROOM OPERATIONS

5. K. W. H.....	000	000			
6. Gas	000	000			
7. Metal	000	000			
A. R. M. Hours.....	000	000			
1. Inches of reading matter.....		00,000			
2. Inches advertising.....		00,000			
3. Total pages		000			
4. Amusements		0,000			
B. Adv. Hours.....	000	000			
C. Repair Hours.....	000	000			
D. Idle Hours.....	000	000			
E. Dist. Hours.....	000	000			
F. Make-Up Hours.....	000	000			
G. Apprentice Hours.....	000	000			
I. Miscel. Hours.....	000	000			
TOTAL HOURS.....	0,000	0,000			
31. Std. Hours-Std. Cost.....	0,000.00	0,000.00	000.00	000.00	
Act. Hrs.-Act. Cost.....	0,000.00	0,000.00	000.00	000.00	
32. Std. Metal-Std. Cost.....	00.00	00.00	00.00		
Act. Metal-Act. Cost.....	00.00	00.00		0.00	
33-34-35-39 Miscel.....	0.00	0.00	0.00		
36. Repairs	00.00	00.00		0.00	
37. Std. K. W. H.-Std. Cost.....	00.00	00.00	0.00		
Act. K. W. H.-Act. Cost.....	00.00	00.00		0.00	
Std. Gas.-Std. Cost.....	00.00	00.00	0.00		
MONTH					
	Standard	Actual	Loss	Gain	%
Act. Gas.-Act. Cost.....	00.00	00.00	0.00		
NET					
K. W. H. Kilowatt Hours		Std. Standard		Act. Actual.	

QUANTITY AND UNIT YARDSTICKS : By CHESTER W. ADAMS (Continued From Page 11)

In the preparation of this paper, an attempt was made to obtain some information from various papers. Either publishers in most cases felt that they did not wish to give out any such information or else they did not have it to give. One of the letters said, "We do not know much about cost; the main thing we are after is profit." Now, I would like to know how to figure profit without knowing what you have to pay out for the necessary expenses!

IN 1921, we engaged an Industrial Engineer who worked out a budgetary system of control. There is made up at the first of the year a complete budget of income and expenses, all of which is predicated upon specific quota of circulation and inches of advertising, and these budgets are set up by departments, based on fixed standards.

It used to be the usual plan in newspaper circles to bulk all expenses against circulation or against advertising income, without any determination of what the cost *should* be based on specific amount of production. In every item of cost, there are now two elements recognized: First, the quantity of the item; and second, the cost per unit of the item. *Every item of expense should be measured by these two elements: Quantity and Unit Cost; any other way means no executive control or guidance.*

This engineer searched back through 1919 and 1920. We were then using a flat bed press with slug casting composition on all reading matter, but practically all advertising matter was case hand-set. In 1922 we put in the equipment described. The figures (page 11) in the tabulation show a considerable improvement in *efficiency per man hour*. Newspapermen of course, bear in mind that in our business, the larger the circulation, the more completely it sets up all its composition; whereas, in the smaller newspapers, a considerable amount of plate is used. That must be borne in mind in considering the costs we exhibit. In considering the cost per page. While the figures show an increase, there is a decided improvement in efficiency in 1923 and 1924 due to the equipment installed. It also has in a great measure, offset the higher hourly wage cost.

The amount of gas we use and the amount of current for melting in the casting machines, have been set up as standard, based on the manufacturers' data. We measure both quantity and rate. When variations show above normal, steps are *immediately* taken to find out the cause and *reduce to normal*.

THERE are a great many leakages *outside* the composing room, and a *departmental analysis measuring each of the separate items of expense is the only satisfactory one* to accurately determine that you are getting full value for your money, and *this measurement takes place not only on expense, but on in-*

come as well. Table A sets out what I have been trying to tell you. You will notice under "Hourly Efficiency per Page," the year 1919 was taken as normal, and that the efficiency of 1923 and 1924 increased over 1922. In the next line, 1922 is taken as normal, as that was the year when the additional equipment was installed, and the efficiency in 1923 was 18.4% better than in 1922, and 1924 was 24% better than in 1922.

We give you next "B" a sample of "Composing Room Operations" in blank figures. *This is worked out in each department—editorial, circulation, ad-*

Making Lemon-Ade From a Lemon

*Printer-Executive's Viewpoint on
Some Features of the New
Postal Rates*

LET'S MAKE a lemonade therefrom," writes Henry Ellis, managing director Milwaukee (Wis.) *Typothetae*, referring to the new postal laws from the standpoint of the job printer.

"First, the new rates, being more expensive, constitute a logical argument to customers that they use copy with positive selling abilities; a finished product with real quality. Second, you should in every way help the user to profitable economy: Doubling up runs, using small 'cuts' for envelope enclosures; and for instance: Private mailing cards are 2c each, but Government Postal cards are 1c; use them whenever possible; it will eliminate the cost of stock, and provide the prospect with a stamped card—which should increase returns. Also, they can be secured in gangs of 2-24-36-48 for the press run.

"The only difference between 3rd and 4th class mail is that of weight. The rate is 1½ cents for each 2 ounces up to eight; and, if above, parcel post zone rates apply; *except* that all books and catalogs (of 24 or more bound pages) remain at 1c for each 2 ounces up to eight. Therefore, if your customer is now issuing, or planning a book or catalog of *less* than 24 pages, *reduce* (if feasible) the page size so as to *increase* the number to 24 or over. (House organs and magazines are included, if not over 8 ounces).

"If the product is of third class character, endeavor to keep it under eight ounces and the lower rate (1½c for each 2 ounces) applies.

"Note this: Suppose you have a 5-pound package which you want a customer in zone 1 to receive in a hurry, but dislike to spend \$1.60 for first class? Alright, parcel post it, adding the 25c Special Handling fee, and it will receive first class service for 51c. How's that?"

vertising, press room, stereotype room and administration. (page 11.)

There is a tendency in a good many shops to burden the plant with too much machinery. In the composing room there are certain essentials; type, casting machines, cases, stones, furniture, etc. In the more pretentious houses the amount of machinery can be much larger.

THE layout is most important. *Short distances and the avoidance of re-duplication of steps all tend to eliminate overhead cost.* The fact that there is a large amount of floor space does not mean that it needs to be filled up like you sometimes see a Ford. If you do not need all your floor space, save it for future developments.

There is one outstanding thing that the Ludlow has done for us. I am satisfied that it has filled a great need for clean type and a clear, clean cut appearance of the finished product which we never could get before. Of course, it eliminates the old fashioned hand-distribution of type. I know of plants which, on rush days, have to go into overtime to get type distributed. Then there is the Monotype, which we do not have, but I have observed it in larger shops.

Your city, your community, and therefore your market makes much difference in your composing room equipment. What sort of a field are you serving? *Agricultural?* Then while the form of the paper may be materially the same, your circulation may not be as large, and you have to cut your coat according to the cloth. The readers do not so much demand speed. *Industrial?* Then you are obligated to maintain equipment which will enable you to get out a quick sheet. There must be no delay.

IF I may suggest some things which I feel are essential, *I would suggest that whenever possible an additional composing machine be installed more than is actually necessary.* It need not be one of the more expensive models, but there are emergencies in which the presence of another machine will make more than its cost in service.

Do not depend too much on type. The use of the composing machine for much of the ad work will mean much saved. If your equipment permits the use of the machine for only a few lines of ad work, see that your machine is equipped to take care of it.

After all, the essential thing to be remembered is that if we can save one step in the distance traveled from table to machine and from machine to make-up and so on, in the course of a day, we have saved 20% in time traveled where the steps necessary were about five; and, in the many men around the plant, this would mean *much* in the course of the year.

Country Paper Fine Teacher

—BESS WILSON

*Owner of Redwood Falls
(Minn.) Gazette, Recites
Lessons Learned*

THIS article is based on a charming address of this successful publisher to the Minnesota Editorial Association recently at Minneapolis.

BUSINESS men and women, in the small town at least, are on an equal basis, and sex is not considered at all. Several weeks ago Charley Collison of the *Minneapolis Journal* was in Redwood Falls. Talking about my various experiences he said, "It's too bad you aren't a man." I have never seen any cause for regretting being a woman. Nor, so far as my business status is concerned, have I seen any reason for being especially thankful for it—it just *hasn't mattered*.

I had bought out my partner's interests and floundered about in a sea of financial difficulties for *three years* before one of the (best) bankers of our town came to me and, unsolicited on my part, offered help because, as he said, "I see you are determined to stick and to put this thing through." I imagine any man would have had to prove his firm intention to "stick" just as I did. I am convinced that it is not one's sex that appeals to or repels a banker.

I learned about this time, also, that of all men a banker can most truly be a "friend in need"—after he has become convinced that it is worth his while. But they are undoubtedly less susceptible to vamping than any other race of men.

Along this same trend, in my early experience I learned that wholesale paper dealers are also "gentlemen from Missouri." And a woman has to show them just as much as a man and perhaps a little more. I have never met any of the credit men of any of these houses, so I can't be accused of trying tactics usually accredited to women. I just had to teach these houses that I would eventually "come across."

EARLY in the game, too, I learned that it is *possible* to run a country print shop without knowing even the rudiments of the printing game. I learned along with this, however, that it is infinitely harder to carry on with this lack of knowledge, and also, I believe, appreciably *less profitable*. Let me recommend to every prospective country editor a course in some school of printing, unless he is so situated that

*DO THE BANKERS FLY TO THE AID OF
A WOMAN PUBLISHER SOONER'N TO
A MERE MAN PUBLISHER?*



MRS. BESS M. WILSON

he can serve an apprenticeship under a foreman who will take the trouble to give him this information. Such apprentices and such foremen are hard to find these days.

Learning to buy and to estimate stock is another thing that should form a part of the editor-owner's mental equipment; and that, too, is something which comes less ready to the woman who gets into the work in her womanhood than it does to the man who has learned his alphabet from the type case.

The writing end of the business is more easy to get a foothold on. Each

country editor is a law unto himself, sets his own standard of style and injects his own personality into his news stories. I found here, and still find, that *my biggest difficulty is to avoid following a groove until it becomes of rut size. But I don't believe this is a feminine trouble alone.* From reading exchanges it appears that the men have the same tendency. Some haven't varied the make-ups the traction of an inch in the last ten years—nor wedding stories, or obituaries! The "beautiful living rooms of the spacious home," persists.

(TURN THE PAGE)

A GAME of all of us is imagining what we should do if we could start over again. Its a harmless sort of a game and doesn't seem to cost anything, so we all play it. I don't want the rest of you to steal my thunder or to patent my plans. But there are a few confessions:

If I could go back ten years I would spend the first several months in putting both shop and office on a thoroughly business basis instead of letting it drift along more or less haphazardly. Haphazardness has been one of the expensive elements of my experience. *I would immediately inaugurate a cost system—not one so elaborate and intricate, but sufficiently elaborate that I would know what every job has cost in stock, time, labor and the illusive overhead, in order that I might be able to justify and verify every price made in the shop,* without being dependent on any outside price fixer.

This cost system would also tell me how much the job shop is *making* and how much the paper and its advertising are *making*—a thing of which I find very many of us are ignorant even in the enlightened day. Then, I would see that every person in the business did his part in keeping it accurately.

In these days of income tax reports one must do this thing and keep all books and records accurately as a matter of self-defense. I have learned that *money spent with a good accountant is money wisely spent.* If some of my neighbors—I am basing this statement on what they themselves have told me—would spend money in the same way, they would find some surprises!

IN this same connection I have learned that *it is entirely practical and possible to collect your accounts the first of each month and to have a cash-in-advance subscription list in reality as well as in name.* It took me at least six of my ten years to educate my territory to these innovations. This is another thing that old newspaper men told me couldn't be done when I started. All of which goes to prove that feminine determination counts for far more than masculine tradition.

I still have the pleasure of charging off a few dollars each year. But I am sure I have made both business and friends by paying and demanding payment each month. The old swapping process was apt to lead to too much argument, and you all know how a woman hates an argument!

If I could begin all over again *I would never worry over my competition.* Sometime we may arrive at having only co-operation but we haven't thus far. But *one can get along very comfortably with any sort of competition by forgetting all about it.* Somebody may have to move eventually, but that is preferable to a newspaper fight. I have never figured that an editor has the right to use his paper for his personal satisfaction. I have been told this is too passive an attitude to ever get me anywhere. *So be it!* The last word

has never yet been written in a newspaper fight, and I am not for starting something I can't finish.

I've learned that space devoted to rural school news brings big returns in subscribers in the districts sending in the news letters.

I have learned that, while it is easy to throw into the waste basket the free publicity that comes through the mail, the unwary editor can be cheated of hundreds of dollars of legitimate advertising each year by her best friends if she doesn't watch the churches, the

schools, the lodges, the Legion and all other organizations—watch like a hawk every minute. I'm not talking now about propaganda; I'm talking about free notices to paid suppers, fairs, carnivals and a hundred other local things.

WHEN I have learned all that little old shop out there in the country can teach me I shall have exhausted all its resources for fun and romance and all the joy will have gone out of the work. Then there will be one more country print shop for sale to the highest bidder—for cash!

Weekly Wins Within Shadows of Metropolitans' Competitions

Make-up, Local News Cuts, and Hair-Line Advertising Work Score for Hustling Crew

BY

NORMAN J. RADDER

Associate Professor of Journalism,
Indiana University

AUBURN, Wash., population 4,300, is 27 miles south of Seattle and 14 miles north of Tacoma. Stages leave both cities for Auburn every hour, and an interurban every half hour. In addition, Auburn is on the main line of the Great Northern. Seattle and Tacoma papers, therefore, have every opportunity to flood the town with early and late editions.

Nevertheless the Auburn *Globe-Republican* has a circulation of 1,600, with about 400 copies sold on the street every week. The subscription price is \$2. The paper averages 12 pages. Brown & Leslie are the publishers. E. B. Brown is the editor, Elgar A. Brown, associate editor, and Harry Leslie business manager.

A distinctive feature of the *Globe-Republican* is its make-up. When you turn the inside pages you are impressed with the unusual number of local cuts. Nearly every issue of the paper has four or five cuts of local people or events. Usually one is run on the front page. Often cuts one-half or one-third of a column wide are set into the stories.

"Of course it costs money to run all these cuts," Mr. Brown explained, "but they are worth all they cost. We file all our cuts alphabetically. We now buy on an average perhaps only about two new cuts for each issue. The others have been used before.

How's Business? If the next ten men you met answered the above question in a decidedly optimistic manner, wouldn't it start your blood coursing a little faster and cause you to smile and speed up your own efforts? Our mental attitude contributes greatly to general business conditions—so let's agree now to spread optimism instead of pessimism. You'll be surprised at the result.

Brown & Leslie, Printers

Auburn, Washington.

TEXT OF MAILING ENCLOSURE

This Illustrates the Type of Promotional Work Constantly Used by Auburn Weekly

♦ ♦ ♦

"We don't use a news cut service. We couldn't buy cuts from any service that would be as interesting to our readers as the cuts we are now run-



HARRY M. LESLIE

Business Manager, Auburn (Wash.)
Weekly Globe-Republican

ning." Mr. Brown pointed out that in his experience a city of 4,300 produces more news than a weekly can use or the editor can find time to write. Every effort is made to write briefly and to condense.

BOTH Mr. Brown and Mr. Leslie are actively interested in community affairs. Mr. Leslie is secretary of the commercial club and Mr. Brown is secretary for the Kiwanis. The paper recently put over a campaign for a city park of 15 acres. The project was endorsed by a three-fifths vote at the last election.

The most striking service of the paper was the suggestion which led to the formation of the Community Council. For years the various churches, civic organizations, and lunch clubs had not pulled together. The *Globe-Republican* suggested that community improvement efforts be centered in a Community Council composed of three representatives from each of the ten organizations in Auburn. The suggestion was adopted. The publishers stuck to the plan until it was won.

The present *Globe-Republican* is the result of the consolidation of two papers which took place in 1914. Prior to that time Mr. Brown ran the *Republican* and Mr. Leslie was the editor of the *Globe*. Each realized that the field was small, and that the overhead of each was absorbing profits they ought to have. Some of the largest advertisers, instead of giving each paper an ad a week, would alternate. They combined their plants. The result has been fully satisfactory to both.

MR. BROWN and Mr. Leslie believe in advertising — advertising for their paper and their business as well as for the merchants of Auburn. Besides using space in their own columns, they send out considerable direct-by-mail literature. A novelty blotter is issued once a month.



ELGAR A. BROWN

Associate Editor and Originator of Many Good "Ad-Stunts"

AD RECORD---COMPOSING ROOM

DATE Jan 16 1925

No. of Inches to Paper		No. of Pica Em in Column Width	
8 Pages	1.106	1 Column	12
10 Pages	1.386	2 Columns	24 1/2
12 Pages	1.666	3 Columns	37
14 Pages	1.946	4 Columns	49 1/2
16 Pages	2.226	5 Columns	62
These figures include Page 1.		6 Columns	74 1/2
		7 Columns	87

ADS	In. Total	ADS	In. Total
PAGE ONE	122 1/2	FIRST NATIONAL BANK	12 1/2
AUBURN MEAT CO.		FARMERS WAREHOUSE	
" BAKERY		FRONDORF GROCERY	
" GARAGE		Toly	3
" ICE CREAM CO.	36 1/2	Frederick	7
" HAT SHOP		GATEWAY GARAGE	
" SHOE CO.	7 1/2	Garrett Bros Co	30
" MOTOR CO.		Gray & Chum	20 1/2
" AUTO SUPPLY CO.		Hotwold & Co	4 1/2
" NATIONAL BANK	12 1/2	HART & SON	
" ELECTRIC CO.		HARRIS & ESTER MEAT CO.	
" GREENHOUSES		HUTTON SHOPS	
" Hubs Co	20 1/2	Hague	35 1/2
" Bus. Col.	4 1/2	Kalls	1 1/2
Alumoban	8 1/2	KLEINBERG CO.	
BLAHA'S GOLDEN RULE		KINBERG DRY GOODS, Etc.	
BEHNE & T.	3 1/2	Kaunmoff	9 1/2
BRENDLE-GILLULY DRUG		Kasper	30 1/2
BETZ—Painter		LEGAL NOTICES	18 1/2
BOTTING DRY GOODS	30 1/2	LEADER, THE Lodges	8 1/2
		LUCART'S GROCERY	
		Lewis Harold	8 1/2
C. M. & St. P. RY.	30 1/2	Lane Motor Co	12 1/2
CROWLEY'S PHARMACY		MEADE, J. W.—Fuel	10 1/2
CAVANAUGH HARDWARE	30 1/2	MEADE, J. W.—Auto	30 1/2
CRESCENT MACHINE SHOP		MISSION THEATER	40 1/2
CLARK'S TRANSFER	6 1/2	MOONEY IND. MARKET	
COVINGTON CR LUMBER		MILLER BROS.—Tire Shop	
CENTRAL MARKET PLACE			
COLBY & DICKINSON		N. P. RAILWAY	
CANNON MACHINE SHOP			
CLASSIFIED DIRECTORY	45 1/2		
CLASSIFIED WANT ADS	50 1/2		
Crescent Coffee	12 1/2		
Com. Clerk	140 1/2	O'Keefe	6 1/2
		PENNEY Co., J. C.	80 1/2
		PRIOR & GROTEWOHL	
—D—		PYRAMID FLOUR	
W. G. Davis	8 1/2	P. S. E. RY.	6 1/2
		PLYMOUTH LAUNDRY	7 1/2
		PAC. TELEPHONE CO.	
ECONOMY STORE		PRINCE—Dry Goods	70 1/2
ELECTRIC COMPANY	8 1/2	Palace Dining	10 1/2
EVERYBODY'S PLACE		RICHARDSON & JOHNSON	6 1/2
East Side Garage	8 1/2	ROGERS DEPT. STORE	
		RELIANCE LUMBER CO.	6 1/2
		RAINBOW CONF.	
		RUSSELL & VAN WINKLE	

SWEET SHOP	99 1/2
SMITH FEED CO.	20
SMITH-TAYLOR CO.	10 1/8
Snowflakes	4 1/2
	30
	6
	105 1/4
TOGGERY, THE	
TRUESEN, J. A.	
TELEPHONE CO.	
SKA	
STAGE CO.	3 1/2
UNION CO-OP. STORE	
VALLEY MOTOR CO.	
VALLEY BATTERY CO.	8 1/2
VALLEY DRUG STORE	
WESTERN AUTO. SALES CO.	
WESTERN AUTO REPAIR	
WHITE, MRS. N. A.	
WALDRON, F. H.	4 1/2
FOREIGN ADS—Platen, etc.	
STANDARD OIL—Crankcase	
" " " " " "	12 1/2
" " " " " "	
" " " " " "	
BORDEN MILK CO.	
GLOBE-REPUBLICAN	
ROYAL BAKING POWDER	20 1/2
FISK TIRES	
U. S. TIRES	
FIRESTONE TIRES	
Assorted Oil	20 1/2
P. S. P. & L. Securities	24 1/2
Stuebker	36 1/2
Moore Dunce	6 1/2
Rubens Sale	16 1/2
Stone	6 1/2
Star Lake	4 1/2

MULTIPLE-DUTY SAFEGUARD AND "GO-GETTER"

HERE is a Simple Form Used by the Auburn (Wash.) GLOBE-REPUBLICAN Which Accomplishes all of the Following Valuable Functions: Lists all the Possible Regular Advertisers in the Town; Is a Guide to Number of Pages to be Run in Any Issue on a 50-50 Basis; a Comparative Record from Week to Week and Year to Year; (a Check-Mark Indicates that Copy is in the Shop;) the Record Prevents Overlooking any Scheduled Matter, even in a Big Rush of Writing Copy for Advertisers in the Office of the Paper. The Form is Periodically Reprinted, Omitting Obsolete Names and Adding New, but Spaces are Always Provided for New Names to be Written In.

Recently a neat four-page folder was mailed to all merchants informing them that the paper would write their ads. The folder began:

"Writing an ad is a hard proposition for many a merchant who believes in advertising, who knows that advertising pays, and who doesn't want the paper to go to press without being represented in its columns.

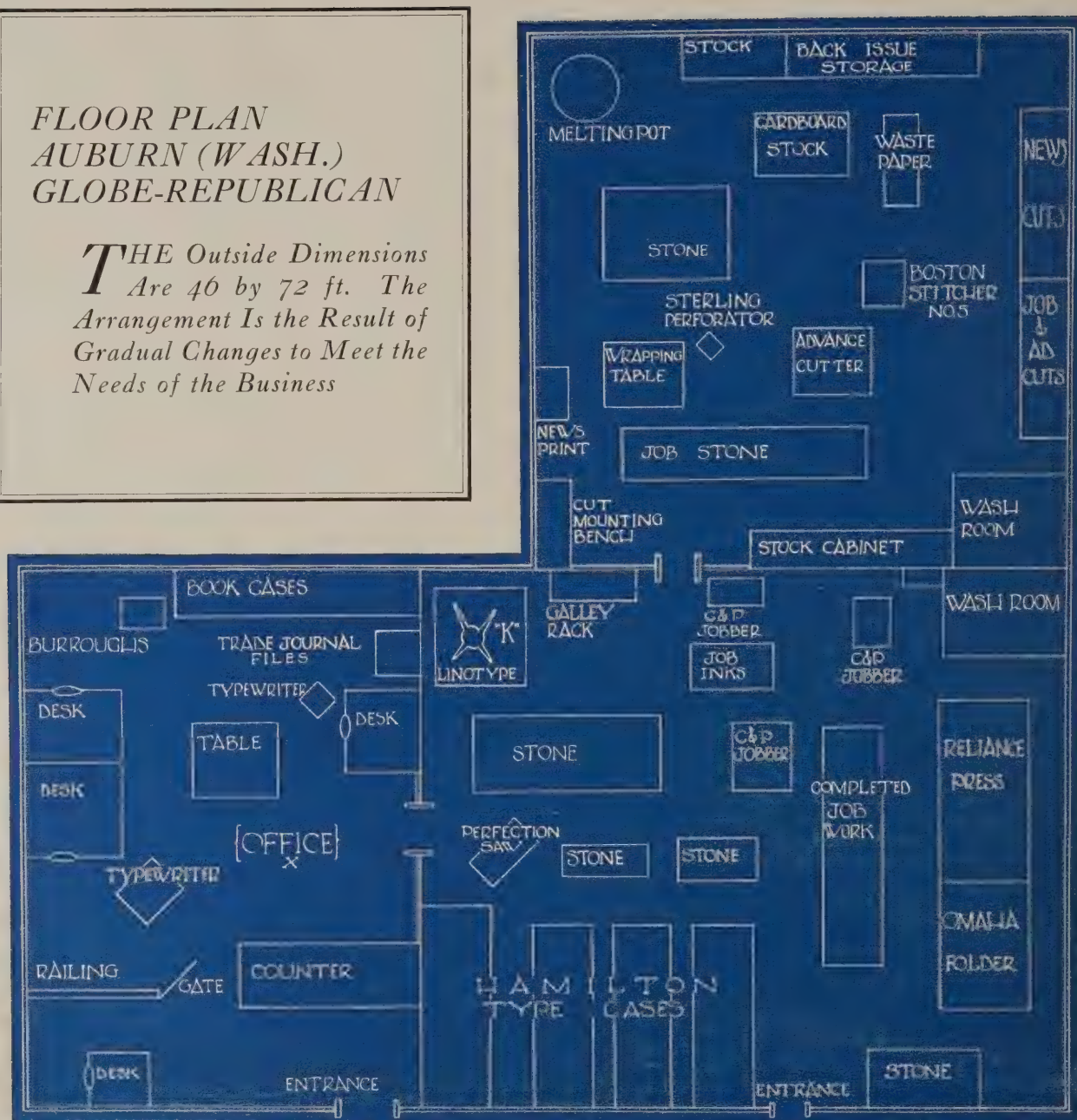
"He wants to advertise, but he admits that he is far from being an 'ad writer.'

"He admits that good copy for his advertising is a large part of his success in business, and he isn't particular who gets it up so long as it says what he wants to say, so long as it is truthful and interests the public.

"That being the case, here is a suggestion for the business men of Auburn.

FLOOR PLAN
AUBURN (WASH.)
GLOBE-REPUBLICAN

*THE Outside Dimensions
Are 46 by 72 ft. The
Arrangement Is the Result of
Gradual Changes to Meet the
Needs of the Business*



"You have the goods to sell, and we have the advertising space that will sell them.

"That has been proven, so there is no room for argument on that point.

"You can sell your goods better if you get your store the attention of our readers, and we can sell our ad space better when we make it pay the buyer more.

"We are willing to do our share if you will do yours.

"You tell us what you have to offer and believe the public wants—just give us the facts and such prices as you may want to quote, if any. We'll frame up an ad.

"We'll add our knowledge of the people and advertising to your knowledge of the people and goods, and we'll

wager that both of us will get a legitimate profit out of it.

"Think this over and phone 20 while it is still fresh in your mind. Let's prove that two heads are better than one. And let's work together as long as we can make it worth while to both of us."

Advertising for the job printing department is also sent out frequently.

RECENTLY Mr. Brown turned over some of the editorial work to a young woman and now devotes part of his time to special page advertising. A new Masonic temple was constructed in Auburn and he sold four pages of advertising to merchants and contractors. He put out a vacation number with two pages of advertising for resorts near Auburn.

The page was tied up with a news story on page 1.

The *Globe-Republican* has a heavy run of classified ads. Five columns of want ads are frequent. Mr. Leslie believes that the heavy lineage is due, in the first place, to the fact that they are profitable to the advertisers, and secondly to the publicity which the paper gives its want ad page. Display ads telling of the successful use of the want ads are run consistently throughout the year. The Bonnet-Brown Advertising service is used. The classified rate is 1 cent a word with a 25 cent minimum. The local one-time rate is 35 cents. The rate for contract advertising is 30 cents with 5 per cent off for half a page and 10 per cent reduction for a full page.

A FEATURE of the mechanical equipment is an electric casting box made by a Washington printer. The box is a small affair that stands on a table or stone. The mat is placed between two iron plates which are then fastened together. The "juice" is turned on and metal from the linotype pot is poured in. The maximum size of a casting is 6½ by 10 inches. Larger plates can be cast by cutting up the matrices. Entire pages have often been assembled in this way in the *Globe-Republican* plant.

Mr. Newton, the mechanical superintendent, has fixed up a neat workbench in one corner of the stockroom, for mounting cuts, and plates. The

bench is equipped with a vise and all the tools necessary.

Mechanical and office equipment includes: Two Hamilton cabinets, one "steel" cabinet unnamed, a battery of "old style" racks; three job presses, Chandler & Price; Barnhart Bros. & Spindler "Perfection" saw; melting pot made by the Electric Heating Co. of Tacoma, and a Mergenthaler melting kettle; Model K Linotype, Omaha Folder, Advance Paper Cutter, Boston Stitcher, No. 5; Steeling punch, perforator, and round cornering machine; Wing mailer, two Underwood and one Oliver typewriter, Burroughs adding machine and Babcock Reliance cylinder press. Kimball individual motors are used.

CLASSIFIED ADVERTISING TICKET—AUBURN GLOBE-REPUBLICAN

Auburn, Wash., _____, 192__	
Classified No. _____	FOR SALE—Real Estate 1 FOUND - - - 11
To Run _____ Tmes. _____	FOR SALE—Live Stock 2 STRAYED - - - 12
Price _____ Paid _____ Chg. _____	FOR SALE—Automobiles 3 TAKEN UP - - - 13
For _____	FOR SALE—Poultry 4 LEGAL NOTICE - 14
By _____	FOR SALE—Miscellaneous 5 TO TRADE - - - 15
Clerk _____	FOR RENT - - - 6 BOARD - - - 16
	SITUATIONS WANTED 7 BOARD AND ROOM - 17
	HELP WANTED - - 8 TO LOAN - - - 18
	WANTED—Miscellaneous 9 FOR SALE OR RENT 19
	LOST - - - - 10

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31	32	33	34	35

USES TELEGRAPH-BLANK STYLE OF WANT-AD FORM

This Counts the Number of Words as They Are Written, and Makes Classification Easier; Rate: 25 Cent Minimum, 1 Cent a Word; Five Columns of Classified in an Issue Is Not Exceptional

Newspapers, Greatest Result Bringers, Using Only 50% of Their Possibilities

Chief of Great Department Store Tells Advertising Men to Study Their Own Proposition, to Make Full Use of Their Opportunities

J. B. MILLS, J. L. Hudson Co., a large Detroit department store, at the convention of the Association of Newspaper Advertising Executives, gave viewpoints on the newspaper-advertising problem which are seldom brought to the attention of printer-journalists. He said in part:

"I want to give you figures on the advertising by eleven of the larger department stores of the country; North, East, South and West. I will give the newspaper appropriation and the total

percentage invested in advertising:

	Straight Newspaper	Total
PHILADELPHIA	3 %	4.6%
NEWARK	1.7%	3 %
BOSTON	2 %	4.3%
BROOKLYN	2.7%	3.9%
PITTSBURGH	1.9%	3.1%
LOS ANGELES	1.1%	2.6%
SAN FRANCISCO	1.6%	2.5%
CLEVELAND	2.9%	4.1%
TOLEDO	2.3%	2.6%
INDIANAPOLIS	2.2%	3.6%
DAYTON	2.9%	3.3%

"The American newspaper stands today—and I am not afraid of saying this—pre-eminent as a result producer. Nothing has ever been planned that

can compete in a broad way with American newspapers. Magazine advertising, outdoor advertising, or direct mail all have their place and can be made to produce. Direct mail advertising, in particular, is coming to the front as a big factor in getting business. (*More work for the job departments.* Ed.)

"My message to you as newspaper advertising men would be to study your proposition to the degree of doing at least a 50% better job yourself. Concentrate your efforts on advertising the merchandise which you believe the public wants.

"I have read with great interest in several of your trade magazines lately the ideas you have of putting over more advertising lineage. Some of these are good; some hurt your own game, I think. I am thinking of the scheme some newspapers have to advertise a new building. It fills up the pages of the paper with display advertising that is, to my mind, never read.

"The successful department store or the successful newspaper is built on the motto of 'Business is more than business.'

"A certain paper prides itself in issuing an edition of 60 pages. Did you ever stop to think how much of that newspaper is never read from the advertising angle. I would not spend one cent for additional advertising in that edition.

"Advertising, to be productive, must be planned for, and made to sell the merchandise next week, next month and next year."



HOW A NEWSPAPER CAN HELP ITSELF AND FIELD

EGYPT and the Marion *Daily Republican* is the cryptic title of a booklet published by the Marion (Ill.) *Republican-Leader*. "Egypt" is a section of southern Illinois, the center of which is Williamson county. Marion is the county seat. The purpose of the booklet is to sell advertisers on the commercial, industrial and social advantages of "Egypt," and the *Republican-Leader* and its intimate connection with the section. The facts are illuminated with many pictures and a map which graphically portrays the strategic commercial position of Marion and the *Republican-Leader*.

THEY'RE DOING THIS IN MANY OTHER BUSINESSES

GENE FOWLER, New York *American*, in *Editor & Publisher*: "I am hoping to see journalistic laboratories in every metropolitan newspaper * * to continually study the newspaper, seeking ways to improve it, working over every germ of an idea, real tests at small expense."

EVERY time a man puts a new idea across, he finds ten who *thought* of it before he did—only *thought* of it.—*Paper Book*

New Light on Legibility of Type

Dr. Crosland, Whose Proof-Reading Experiments Published in "NPJ" Have Aroused International Interest, Is Using Them to Determine Value of Characteristics

By RUTH GREGG

FOLLOWING up his recent experiment on the illusions of proofreaders, Dr. H. R. Crosland, assistant professor of psychology at the University of Oregon, is now compiling data to ascertain what characteristics of type make for the least legibility in word combinations. The experiment is decidedly interesting to the manufacture of type and to typewriter makers, as well as to printers, publishers and the advertising field.

This experiment is the result of the problems brought to Dr. Crosland's attention during his previous experiment, and inquiries from various sources following publication in "NPJ." Typewriter manufacturers and other experts are especially interested in discovering the kind of type features that will produce the most legible carbon copies.

DR. CROSLAND is going over the errors from the proof sheets of his first experiment (the work of thirty proofreaders,) and tabulating the errors to show the kinds of letters involved in the errors themselves—to what extent they consist of tall, vertical letters, or short, curved or diagonal letters, or a combination of the curved and vertical. In this manner he hopes to discover the relative legibility of the individual letters.

If, in the proof sheets "loaded" with fifty errors, the proofreader overlooks 5 per cent of the number preceded by tall vertical letters, and 30 per cent of those preceded by short letters, Dr. Crosland believes it is conclusive that the short letters are less legible than the tall ones, and should be rendered more legible by making them taller or by giving them some more individual characteristics—serifs above or below the line of print, for instance.

The combination with which he is dealing may be summed up as follows (x representing the error):

lx—Tall vertical letter preceding error
 xl—Tall vertical letter following error
 cx—Short curved letter preceding error
 xc—Short curved letter following error
 ix—Short vertical letter preceding error
 xi—Short vertical letter following error
 bx—Combination curved and vertical letter preceding error
 xb—Combination curved and vertical letter following error

In this experiment Dr. Crosland is also interested in discovering:

- (1)—Whether an error in proof-reading lies most often in the first third, middle third, or last third of a word;
- (2)—What precedes in the line just above a superfluous lead or what follows in the line just beneath;
- (3)—The nature of an error made by a proof reader with respect to errors he has just discovered before he arrives at that position in the proof sheet where he errs.

DR. CROSLAND expects there may be slight differences in percentages between the various groups of readers—the group of journalism proof readers as opposed to the group of printer or psychology readers, etc.

PROHIBITION! CIRCULATION!

PUBLISHER W. H. Ayres, Winnemucca (Nev.) *Silver State*, has "swept" his county, landed an unusual news feature and added a great many paid subscribers at the same time.

He mailed a "Prohibition Ballot" to every house in the county, calling for a vote on four different prohibition propositions: Change in Volstead law for heavier penalties; change to permit sales of light wines and beer; change permitting the old saloon system; or, change toward adoption of governmental agency sales of liquors—Yes and No columns for each question. Then, a place to state first choice of the four plans.

Mr. Ayres did not ask for the names of the voters, but only the place of residence.

Below this was a blank offering a Six Months' for a Dollar subscription, made so the subscriber could tear it off and his name would not be identified with the ballot. The appeal of the blank was, keeping in touch with the county-wide poll on prohibition. The *Silver State* is bi-weekly, \$4 a year. An unstamped return envelope was enclosed.

Mr. Ayres, incidentally, reports that the vote is overwhelmingly for government sale of liquors, etc.

Gummed Stickers Go Big; How a Reader Prints Them

F. H. L. WRITES: Gummed stickers for auto windshields are all the rage for associations, charity events, theater ads, and what not. The possibilities for live job offices are huge.

Printed on the non-gum side, such stickers are necessarily pasted on the outside of the windshield and soon spoil, sometimes to the erroneous discredit of the printer.

I print right on the gum side. It works fine. Such stickers are pasted inside the shield and protected. I do not cover the sticker, but leave plenty of margin around type and border, so the stickers hold well.

Blotting Paper Romantic

PRINTER'S ALBUM (*Challenge Machinery Co.*)—Before the invention of blotting paper, four centuries ago, a fine sand was used for drying the ink. To prevent possibility of having her correspondence read by busy persons, Queen Victoria used small pieces of thin blotting paper and herself tore up the pieces. King Edward used a thick blotting paper, and it was his custom to order the top layer burned. Black blotting paper is still being used in various foreign governments. A mistake in an English paper mill, the failure to put sizing into a batch of pulp, is reported to be the origination of blotting paper. Today untold quantities are used.

Dull Season Is Made Lively by Contest Plan

Advertising Lineage at Extra Prices Is Increased

LIVE publishers are alert to provide special plans which tide over the dull periods in advertising which seem to come in every locality, sometimes at unexpected times, and such conditions as the "summer slump," "after-the-holiday reaction," and the like.

The Hoquiam (Wash.) *American* used a *Vacation Contest Page* in the middle of summer with very good success. The plan illustrates the possibilities of overcoming situations which are sometimes accepted as insurmountable and unavoidable, but are not. The *American* is published in a lumber, fish, farming and ocean-port town of about 12,000, and has around 3,800 circulation weekly, partly on a free distribution plan. The publisher, Robert A. LeRoux, is assisted by his wife and an advertising manager. The plan was secured from a syndicate, the Bonnet-Brown.

THE plan involved a series of full-pagers, each divided into a number of small spaces, and a heading with explanation. The accompanying illustration shows the substance of the plan. The statement under the heading is:

"Let's go, readers! What is it everybody wants this summer? The initial letters—featured in each of the ads on this page—when placed in correct formation will produce the answer. Can you figure it out? So get busy with your paper and pencil now. Set your thinking apparatus to work and let's see



ROBERT A. LE ROUX
Hoquiam (Wash.) *American*

what you can make out of it. For the first correct answer, most attractively presented, we will award \$7.50. For the next best and correct solution we will give \$5 and the third \$2.50. All answers must be filed with the Letter Contest Editor of this paper not later than.....The winners will be announced..... Let's go."

THE publisher and editor of the *American* described the working of the plan as follows: "It took our ad man exactly two and a half hours to sell the page, at a price netting us better than our regular ad space rate with sufficient margin to offer \$15 in prizes—divided \$7.50 to first, \$5.00 to second and \$2.50 to third.

"We had a single column box on the first page drawing attention to the feature. And we received far in excess of 500 replies of such remarkable cleverness we were unable to reach decision in time to make announcement of the winners. We had to beg indulgence of our readers in naming the lucky ones for a week.

"We are particularly pleased with the page because it aroused interest among the grown-ups, particularly women. We arranged a window display, showing the winner's names and the mass of answers received. We invited both the public and our advertisers to the exhibition. To the advertisers, the contest clearly demonstrated that *Advertisements Are Read* by the majority of newspaper readers."

NEBRASKA PRESS—The new name of the monthly publication of the state association, Ole Buck, editor. The word "bulletin" is dropped from the name, for these reasons: "One is because the woods are full of bulletins. The other is because we wanted to get an appropriate head and the extra word made it too long. The third, and most important, is that it may be possible to get more advertising. Some advertisers have told us that they like our publication and would like to use it, but if they do they would be overwhelmed with demands from other bulletins which they do not care to use, and cannot afford to use. By giving this publication more of a general trade paper character it may be possible to overcome this objection."

ANOTHER CONTEST PAGE VALUABLE PRIZES

Something Everybody Wants This Summer!

What Is It?

Let's go, readers! What is it everybody wants this summer? The initial letters—featured in each of the ads on this page—when placed in correct formation will produce the answer. Can you figure it out? So get busy with your paper and pencil now. Set your thinking apparatus to work and let's see what you can make out of it. For the first correct answer, most attractively presented, we will award \$7.50. For the next best and correct solution we will give \$5.00, and third prize will be \$2.50. All answers must be filed with the Letter Contest Editor of this paper not later than June 30th. The winners will be announced July 1st. Let's go!

Number One That's the kind of merchandise we carry. In these brands you get honest value. Style Plus Clothes Arrow Shirts Oxley Shirts Sutton Hats John Hegblom 315 Eighth St. Hoquiam	L You want added convenience and comfort on your work and on camping trips this Summer get yourself the proper Camping equipment. You'll find just what you need at this store. Mitten Lunch Sets \$12.00 Auto Tents \$6.50 to \$25.00 Camp Beds and Tables Complete Line of Fishing Tackle LeClerc Means Hardware 309 8th St. Hoquiam	Y —CERTAINLY A Flamingo Pin or Ink Pinset comes in handy on all occasions. While traveling at the home—oh, most anywhere. In our display you'll find just the one to fit your needs. Diamond Engagement Rings Frost Rings \$10.00 up to \$100.00 Schuneman's Gift Shop 303 Eighth St. Hoquiam
N EVER BEFORE Here on 5th Street I take a new effort on Photographs as you get on 5th. I can take them at this store, you will find a variety of things to buy in price from \$1.00 to \$20.00. Baby Combs Bought Fresh Sheet Blanket Pioneer Paint & Wall Paper Co. YE MUSIC SHOPS 408 1 St. Hoquiam	V ERY OFTEN Paper Plates, do. Lunch Boxes Aluminum Cans Teapots, 3 for 14. Hopsies, 100 for 15. Buttons and Forks, set 16. Big Paper Plates 18. Children's Store Hats 19. Hoquiam Outfitting Co. 318 1 St. Hoquiam	P lease Do Not Come to this store if you want to pay high prices. They may never know it even here. However, it is well known to those who are in business. We have a large stock of everything money gives you. You can find it here. Hoquiam Outfitting Co. 318 1 St. Hoquiam
Q —Boy! Such Values! What if you are an Hoquiam Material? Just take a drive around to our headquarters, and take a look at the great values we are offering. Size Suits \$5.75 Fur Tearing \$1.75 Size Tearing \$3.50 Callison Motor Co. 124 R St. Hoquiam	T RUNKS BAGS SUITCASES For Your Vacation Weathered Trunks Bags Suitcases Winters & Dahlke MEN'S FURNISHINGS 422 Eighth St. Hoquiam	C ome to a Walk-Over Show Store of shoes for the best in town. For complete information on shoes you must get comfort, style and a reasonable price. Show you want a Walker Shoe and it is a natural conclusion. The correct style for both men and women await your inspection. Grays Harbor Shoe Store 208 Eighth St. Hoquiam
A im To Get The Best In Radio Equipment We Have It! RADIO Offers you the best for your money. A set to fit every pocketbook \$25.00 to \$125.00. McGee Furniture Store 508 1 St. Hoquiam	P lay Red Seal Records Add you will get the best and the latest in Music. New Records out every Friday. Harmony Music Store QUIMBY & WILSON 717 1 St. Hoquiam	A TTENTION AUTOMOBILE OWNERS GOODRICH Motorway Grease or Ballbear Grease will eliminate tire troubles while you are on your way. Investigate Harbor Tire Co. Hoquiam

THIS PAGE WAS SOLD OUT IN 2½ HOURS

The Small Text in the Reproduction (Courtesy of Bonnet-Brown Corporation) Is Reprinted in the Story Herewith, Explaining the Plan

EDITORIAL

"What Profiteth It?" : : : "Owe No Man!"

By JOHN L. MEYER

Managing Editor, National Printer-Journalist

WIL V. TUFFORD, the secretary-manager of the Inland Dailies, who has more real experience up his mental sleeve, and a far more effective way of getting it across,—because he KNOWS—than a good many of his co-workers, has earned a great deal more than he will get for the time being, in his fight on the present free publicity graft.

In thinking over his address on that subject at the 1925 convention of the National Editorial Association, Richmond, Va., this month, there stand out many strong points. Not the least of these:

"I picked up the (mentioning the Sunday issue of one of the leading newspapers of the country). It had 98 pages, it was a remarkable paper. It had an automobile section of eight pages. This had 798 inches of automobile advertising display space. *IT HAD 260 INCHES OF FREE READERS FOR AUTOMOBILES.* One automobile was advertised with 44 inches of display space, and they carried 48 in. of reader and illustration for it. They had a 10-page section of a department store there, and not a single line of reader for it I could find. They had pages and pages of dry-goods stores, furniture, etc., and not a line of readers. "Where's the profit of giving automobiles one-third as much reading free space as they had display?"

◆ ◆ ◆

What profiteth a man though he gain the whole world, yet lose his own soul.—Owe no man! There's always a day of reckoning.

◆ ◆ ◆

I HAVE just received a letter wholly unsolicited, from the managing editor of one of the country's great business journals which covers a subject which surely is of interest to all of our readers; namely, *Selling*. That word obviously touches every business activity of the printer/publisher. In the case of this journal, the word appears to be especially applied to merchandising of commodities and services which the general public wears, eats—*u s e s*. Advertising through the mails, through publications, and by personal contact—direct salesmanship—is a subject

concretely covered in this journal. The editor of "NPJ" reads it thoroughly, partly because of his earlier experience in the advertising and sales departments of nationally-advertised products; but more especially to gain inspiration for encouraging printer/publishers to overcome the yet woeful—*awful!*—lack of *constructive salesmanship* in our field; in the advertising, circulation, job and (not the least) editorial sides of our field. The practical lessons from experience-books of great sales managers in foods, soaps, suits, hosiery, an' everything, are sought, found, and applied in editing the experience-stories for "NPJ".

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COMES now the aforesaid, unexpected pleasure and encouragement from the managing editor of the journal referred to. It never occurred to me to even guess that he read "NPJ". But, he has been doing so. Readers of "NPJ", the majority of them apparently applying and adapting (if not adopting directly) the contents of "NPJ" to their own enterprises, may be interested in reading the judgment. For the readers of that editor's offerings must be vitally interested in the readers of "NPJ" and their possibilities in the great, tremendous problem of marketing and merchandising, and selling.

"I have been watching your paper," the letter goes on to say, "and I believe I am safe in saying that you have the livest paper in the field. Of course, I feel your appeal is to the smaller printer and newspaper man (which is of course numerically and potentially by far the largest majority of the sum total—Ed. Note) but nevertheless it strikes me that you have the livest and most helpful paper in the entire graphic arts field. Most of the printing papers are good to look at, but I have always thought that several of them fell shy of the mark they ought to reach—particularly those that are loaded down with long, dull stories regarding the history of ancient printers, and the origin of type faces, and things of that sort. While all such material is interesting, still it strikes me that the printer of today is more interested in knowing what other printers are doing."

(As is proper, "NPJ" here mentions that "the original letter is on file, and available to any sincere inquirer.")

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"NPJ" receives many favorable comments on its work, from readers and advertisers. The foregoing one, we believe, merits special consideration.

THIS letter reminds us, too, of an editorial "Why Not More Forceful Trade Journals in This Field?" by George T. Haubrich, the Colorado Press Association's managing-director, upon which we commented in a recent issue. In a later issue of Mr. Haubrich's association paper, he replies; and, interestingly. In part as follows:

"NPJ Speaks for Trade Journals —THE NATIONAL PRINTER-JOURNALIST, to the writer's mind the most useful printer's magazine in national circulation, comments on the *Inter-Mountain Press* editorial . . . in full page editorial which is reproduced elsewhere in this issue."

After some further comment, Mr. Haubrich sets down in few words a thought which we believe, if frankly faced, will begin to really *solve* the major difficulties in the long, sometimes discouraging battle of the newspapers and printers of America to reach the position and appreciation the public now gives to the real bankers, lawyers, manufacturers, jobbers and the retailers. (That is one way of stating the measure, at this time, of the goal which America's real printer/publishers know they must achieve, as a group, on the whole). Here is the phrase:

"The more difficulties in the way of rendering service, the higher the cost in cash. The more effective the co-operation from those served, the less the cost and the broader the service possible."

Think that over, men and women who belong to the associations and do no more than pay the dues grudgingly; think that over, men and women, who "haven't time to read" the trade journals and the real association bulletins in this field; think that over, men and women, who "don't even open the mail" that comes to their desks—often, indeed, as "angels unawares".

And, think it over, men and women of printing/journalism, when you are tempted to "bite" on the hook of a free publicity grafter; cut a price to get a job order, or guess at the price; when fear in one form or another makes your thought and action a stumbling block and a back-draft to the welfare of the profession and business of printing/journalism in your city, your county, your state, your country.

"Owe no man", says the Book.

The "NPJ"

SEND AN IDEA

PUBLISHER-PRINTER ROUND TABLE

JOHN L. MEYER, "Chairman"

THE BUILDER

*AN old man, going a lone highway,
Came at the evening, cold and gray,
To a chasm vast and deep and wide.
The old man crossed in the twilight dim;
The sullen stream had no fear for him.
But he turned, when safe on the other side,
And build a bridge to span the tide.*

*"Old man," said a fellow pilgrim near,
"You are wasting your strength by building here;
Your journey will end with the ending day;
You never again will pass this way.
You've crossed the chasm deep and wide;
Why build you this bridge at evening tide?"*

*The builder lifted his old, gray head.
"Good friend, in the path I have come
There followeth after me today," he said,
"A youth, whose feet must pass this way.
This chasm, that has been naught to me,
To that fair-haired youth may a pitfall be;
He, too, must cross in the twilight dim.
Good friend, I am building this bridge for him."*

—Conway (Ark.) *News*.
J. B. PARKER, Editor.

NEWS : : EDITORIAL

MY ADVICE, says Bruce Crawford, editor of the Norton (Va.) *Crawford's Weekly*, to the small but ambitious editor-publisher, is to reserve his typewriter for correspondence and use the Linotype for news and editorial writing. All the "copy" he needs is his notes. Copy paper is saved, so is time, likewise money. "A column thought, is a column set!"

GETTING ACQUAINTED—The heading of a front-page department by Editor C. L. Benoy, Wauwatosa (Wis.) *News*, with a weekly story of some local man who has made good—proving a good circulation and community builder.

HOW HE GETS MORE LOCAL NEWS—J. J. Kerr, Kamloops (B. C.) *Sentinel*, started a night school class in journalism at the high school, and now manages to cover all the personal, fraternal, church and club news which often escapes the busy community editor.

MINISTER-EDITOR'S COUNSEL—C. C. Nettesheim, publisher, Fort Atkinson (Wis.) *Democrat*, has returned after a break-down during which Rev. J. S. Morris, a local minister, "sat in." On retiring, the minister wrote this in an editorial: "It would be a fine thing if the readers of newspapers would occasionally send in a "bouquet" as to things in the paper that please them. We usually pass the fine things of life without comment, but seemingly never forget to reach for a brick when something arouses our ire. It has been a pleasant task; I don't think I would want it as a steady job."

ANSWERS SPACE GRAFTERS—The Coraopolis (Pa.) *Record* replies as follows: "PUBLICATION REFUSED — "We will not use such matter as is herewith returned to you—except at regular advertising rates. We have space in the *Record* to sell, not to give away. This is rather blunt, but is a fact, nevertheless. Our rates are low, only 25 cents an inch for display advertising. Readers are 5 cents a line. Advertising agencies are allowed the usual discount. Can we do business on the above?"

LOCAL AND INCIDENTAL—This is the heading used over home news-briefs in the Largo (Fla.) *Sentinel*. It is a value or detriment to the department? Newspapermen in large as well as small places can well afford now and then to check over all their department standing heads, remembering the great value these can have in attracting reader interests and valuating the matter used. "A poor head kills a good story."

CODE FOR PRESS

AGENTS—George T. Haubrich, Denver, the militant secretary of the Colorado Press Association, recently offered the following for the "benefit" of the press agents and the attention of publishers, in his *Inter-Mountain Press*: "We venture the suggestion that the nimble seekers after Something for Nothing meet in some convenient alley and adopt the following:

"We, the Press Agents of the United States, recognizing the necessity of maintaining the low plane upon which our profession has established itself, and being desirous of encouraging our members to become more successful in their burglarious work and to merit in every way the lack of editorial esteem which our profession enjoys, do hereby adopt this *Code of Ethics*:

"We recognize that newspaper publishers are mentally blind, morally weak and financially decrepit, and we publicly acknowledge our duty to keep them so.

"We appreciate the fact that the chief problem in the preparation of a newspaper is that of securing sufficient copy to fill its columns, and we pledge ourselves to continued effort to alleviate this condition.

"News is defined as matter which is of interest to us and to our employers, and we hereby declare that it must be, therefore, of interest to the public.

"We announce a policy of keen indignation toward those unthinking editors who return our copy to us with a notation concerning its cost if published at advertising rates.

"As a concession to newspapers, we believe that an inch of paid advertising to one column of free reading matter is an equitable adjustment, such free matter to contain the name of the advertised product at intervals of not less than 18 lines.

"It shall be the policy of our organization to give three rousing cheers for each editor who accepts and publishes our contributions, and we encourage such editors to secure their fuel, clothing and groceries by the same means used by our members to secure publicity."



GEORGE T. HAUBRICH

COMMUNITY BUILDING

COMMUNITY DAYS—"Uncle Sam Hampton, Belgrade, (Mont.) *Journal*, secures the co-operation of merchants and farmers to hold periodical gatherings, including special sales, and a banquet featured by "sings" of well-known tunes with verse about prominent participants, and speeches. The state's governor attended a recent "day." Uncle Sam follows up with special circulars outlining his interest and program for the community, and offering subscriptions and job work facilities.

OFFERS DICTIONARIES—A. A. Washburn, Clintonville, (Wis.) *Dairyman-Gazette*, invigorated a cattle tuberculosis-eradication campaign in the county by offering fine dictionaries

“NPJ” ROUND TABLE (CONTINUED)

to school districts first reporting 100 per cent signatures of farmers for test-pledges. Pupils did the actual work of signing up the farmers.

THEATER PARTY FOR READERS—Last month the West- ington Springs (S. D.) *Republican*, published by George Schlosser, again held a party in the high school auditorium for subscribers, the entertainment being a movie, Douglas Fairbanks in “The Americano,” and a comedy. Two shows were given with orchestra music, and Boy Scouts as ushers. Publisher Schlosser’s plan was fully described in an article in “NPJ” some months ago. The repetition of the stunt in May proved even more successful than the previous ones.

Section Two—PAGE FOUR CHRONICLE-NEWS, TRINIDAD, COLO. SUNDAY, MARCH 29, 1925

QUESTION

What does the Chamber of Commerce mean to TRINIDAD and LAS ANIMAS COUNTY

ANSWER

It means our people have one and only one organization of its kind be- longing to its citizens, which is non-political, non-sectarian and unselfish, and whose purpose is:—

- (A) To foster and protect the civic, agricultural, industrial and commercial interests of Trinidad and Las Animas County.
- (B) To bring the advantages of geographical location, and the natural and human resources of this entire county to their highest stage of development, utility and at- tractivity.
- (C) To lead in promoting progressive thought and action in all matters that will make for an enlightened, con- tented and prosperous community in our City, County and State.

This Chamber of Commerce is a Community-Backed Organization which is recognized far and wide for its distribution of GOODS and SERVICE, the only two commodities known to Man for which he pays

It Will Pay You to Invest With Us



CHAMBER of COMMERCE

COURT HOUSE TRINIDAD COLORADO

Officers and Directors

T. A. HERRITTE, President
GEORGE F. TRAGER, Vice-President
WILLIAM C. MILLER, Secretary
FRED C. SMITH, Treasurer
ALVIN J. COOK, Editor
D. C. HARRISON, Editor
R. L. TAYLOR, Editor

WHITE: THE SECRETARY
For Our Booklets and Polders.

"Smile and Speak First"

DOES YOUR CHAMBER OF COMMERCE ADVERTISE

Here Is a Full-Pager From the Trinidad (Colo.) Chronicle- News, One of a Series, Which May Give a "Lead" for Similar Campaigns in Any Town or City

LIVE IN (NAME OF TOWN) EDITION—The Elgin (Ill.) *Courier* recently carried a 24-page section, "Live in Elgin," tied to a "Own Your Own Home Exposition" in Chicago, some distance, and filled with illustrated page-articles in usual news style about local industrial conditions and possibilities. **EACH ARTICLE OR PAGE WAS SIGNED BY A MER- CHANT, BANK OR OTHER ADVERTISER.** The subjects included: Industrial conditions, city plan project, highway system, parks, dairy industry, street system, shopping facilities, transportation, etc.

STATE COMMUNITY SERVICE CONTEST—Wisconsin Press Association announces one for the weeklies of the state, for 1925, under the direction of Prof. W. G. Bleyer, dean of the state university journalism department. Anything in the way of leadership or co-operation renders a paper eligible. Prizes will be awarded at the annual meeting, February 1926.

NEWSPAPER WRAPPERS—size 5½ x 10½-in. in 1½-cent denominations to meet mailing requirements under the new rates, are announced by the Department at Washington.

Page 15 THE HANNIBAL EVENING COURIER POST. Wednesday, April 15, 1925.

GET THIS CARD FOR YOUR HOME

NOTICE TO PEDDLERS

AGENTS AND OTHER TRAVELERS

NO ADMITTANCE

WE DO NOT NEED YOUR GOODS. HANNIBAL RESPECTS. LEAVE COMPLETE BOOKS AND

WE TRADE AT HOME

HANNIBAL-

"IS NOT AT HOME" TO PEDDLERS!

Every housewife knows the annoyance of answering the door bell time after time, during the busy hours, only to find a suave agent with one foot in the door as soon as the bell is answered. Many timid housewives complain of these house-to-house peddlers—total strangers—who per- sist in entering the privacy of their home to show mer- chandise without permission.

Records show that this is a dangerous practice, for it is very hard for the unsuspecting housewife to determine the good from the bad, and the only satisfactory solution to the bell ringing nuisance seems to rest with the house- wife herself—to **Declare Herself "NOT AT HOME"** to the PEDDLERS, who have so little respect for the time of the busy women of Hannibal.

For months we have bothered with these out of town agents who want to take money away from Hannibal and Hannibal merchants, who are better able to give you va us than these door-step salesmen and when you buy from a local store get face to face service and if your merchan- dise is by some chance unsatisfactory you are assured of proper adjust- ment.

Don't Admit Peddlers to Your Home

Don't Be The Next Victim of the Bell Ringer

HANNIBAL TRADES AT HOME

BUY YOUR SILK HOSE AT THESE STORES

WILLMANN & SON SPURTEX GUARANTEED SILK HOSE THE FAMOUS YAK RAUCY BLUE HOSE THE BOOTERY BOAIAKE FULL FASHIONED HOSIERY KISSEL'S Specialty Shopp. CHERRYBELL SILK HOSE	LOGAN SHOE STORE GUYMAN GOLD STRIKE SILK HOSE STRONG'S Dry Goods Co. CITY BLUE HOSIERY SONNENBERG'S FRENCH HOSIERY J. C. PINNY CO. FINEST QUALITY SILK HOSE	SILVERBURG D. G. CO. BUMMING BIRD POSE SILK HOSE MILLER SHOE CO. SOCIETY MAID HOSE Miller & Worley D. G. Co. GORDON SILK HOSIERY The VOGUE MILLINERY BOSTONMADE GUARANTEED SILK HOSE
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FIGHTING THE PEDDLERS HARD

This Advertisement, One of a Series in the Hannibal (Mo.) Courier-Post, Indicates a Complete Plan for a Campaign

BETTER CIRCULATION

AUDITED COUNTRY CIRCULATION — The Nebraska Press Association directors have approved a plan for auditing member papers on request, without anything compulsory except that applicants must comply with the association requirements to get a (one-year) certificate of guarantee. ABC rules will be followed to an extent. An auditor will be furnished at cost plus travel expenses. Some of the requirements: Submit sub- scription list, mailing list, postoffice receipts, invoices for paper or ready prints; non circulation copies will include frees, ex- changes, advertisers' and delinquents, and contest subscriptions until renewed. The audit will detail these facts and also home-trade and outside coverage. It is hoped this plan will help to remove quibbling over country newspaper circulation make space-sales easier and smoother, and be a starter possi- bly for a national movement in the same direction.

MEETING THE POSTAGE INCREASES—" (A) Urge the immediate withdrawal from the mails of all dealers' and agents' bundles where it is possible to get service by baggage or express; (B) Urge the extension of service by auto truck, either office owned or by contract, to dealers and agents within greatest radius; (C) Encourage development of the boy agent plan of distribution in towns wherever possible. Establish where possible a plan of delivery through city carriers or out- of-town newspapers arriving by baggage or express in club bundles to individual subscribers."—F. L. GARRISON, Seattle, Wash., *Post-Intelligencer*, in I. C. M. A. *Bulletin*.

CENTRALIZES EXPIRATION DATES—The Poteau (Okla.) *LeFlore County Sun* is winning out in a campaign, by mail and calls, to have all subscriptions begin and end on Nov. 1. The paper is \$1.50 a year in the county and \$2 outside. "Fig- ure 12½ cents a month in the first zone, and 17 cents a month outside," says one letter to subscribers, "and help simplify keep- ing hundreds of small accounts." The letters also feature the job-service of the plant. Colored slips headed "Government Orders," and showing the paid-in-advance requirements, are being used to revive expiring subscriptions by mail, with ap- propriate letters and bills.

"NPJ" ROUND TABLE

(CONTINUED)

NEWSPAPER BILLS PASSING—"NPJ" carried an article by Prof. W. G. Bleyer, University of Wisconsin department of Journalism, with pictures, showing how European newspapers use flaring handbills to help street sales. Paris advices now are that these have been barred on the boulevards by police orders, following disputes among the newspapers.

DAYS-GONE-BY DAY—The New Orleans (La.) *Item's* former newsboys, now grown business men, lawyers, etc., raised \$2,500 by selling papers in the streets, the fund being applied to the *Item's* free medical, dental and optical service to its carriers, and the newsboys' band. This was the second annual "day". Who will be the first to have an "old-time printers'" edition, which in a small town would apply to anyone of the business and professional men who had anything to do with a newspaper printing office in youth?

THE NEW DAY—A Minneapolis (Minn.) *Journal* carrier who was taken ill, wrote a letter to every subscriber on his route, explaining his absence. A 15-year-old carrier of the Chatanooga (Tenn.) *Times*, has bought a \$2,000 house which rents for \$22 a week, by paying down \$700 which he earned carrying papers in three years, earning \$10 a week.

USEFUL FILLER SLIP—The Fond du Lac (Wis.) *Reporter* issues a filler slip which describes briefly its various services. A list of some 80 towns where the *Reporter* is delivered is included in the slip. The total paid, delivered circulation figure of 8,748 is printed prominently. This is in addition to the number of single wraps and street sales.

EIGHT THOUSAND—Out of 18,000 subscribers of the Phoenix (Ariz.) *Republican*, 8,000 accepted a fourteenth anniversary subscription bargain offer. At a dinner opening the offer, every newsboy and carrier received a free maroon, wool sweater with the name of the paper across the front in white letters.

REGRETFUL FARMERS—The Terre Haute (Ind.) *Star*, B. W. REASONER circulation manager, was well pleased with a mail subscription renewal blank showing a regretful farmer facing an empty mail box, as the rural carrier was passing by.

QUALITY OF CIRCULATION—In a promotional advertisement, the Cleveland (O.) *Plain Dealer* gave data on the quality of its circulation as follows: "In districts where the average rent is \$40 to \$50, the *Plain Dealer* reaches 41 per cent of all homes;" where rent is \$50 to \$75, 77 per cent; where rent is \$75 and up, 88 per cent.

GETTING THEM TO SUBSCRIBERS—The Texas Circulation Managers' Association is considering plans for co-operative distributing depots in Texas cities, papers to go there by express or truck, and subscribers as well as newsboys to call for their copies.

CIRCULATION BULLETINS—The Dresden (Tenn.) *Enterprise* puts interesting news stories on the front page about its continual growth in circulation. Renewals are given special attention. A direct mail tie-up is a weekly bulletin for advertisers containing the names of subscribers entered on the lists

We Have a Crying Need for Money--



If you were publishing the Washington Democrat and—
If you had several hundred dollars due you in subscriptions and—
If you had pressing obligations to meet January 10, what would you do?
That's just what we're doing

Your subscription account with The Washington Democrat is as follows:

From 1-1-1923 to 1-1-1925 Due 5 00

Your check by return mail will surely be appreciated

POSTCARD AIDS IN COLLECTIONS

This Has Been Used Successfully by the Washington (Ia.) Democrat; One of a Series.

Washington Golf and Country Club

Scorer

Date

Holes	Yards	Par						Bogey
1	395	4						5
2	150	3						3
3	310	4						5
4	340	4						4
5	115	3						3
6	235	4						4
7	545	5						6
8	500	5						6
9	470	5						6
Tot.	3065	37						42

Compliments of The Washington Democrat

HITS THE BALL RIGHT ON TIME

Washington (Ia.) Democrat Furnishes Golf Score Cards as Souvenirs at This Season When Golf Courses Are Opening.
(Exact Size)



during the past week. A few paragraphs at the head of the list tell why the *Enterprise* is a good advertising medium.

ELKS GET THE INK—The Pomona (Cal.) *Bulletin* published a special 32-page souvenir edition at the opening of the local Elks' lodge rooms. Stock was a high grade India enamel and the ink was a royal purple, the lodge colors. The edition gave pictures of the various activities; a history of the new building; messages from the grand exalted rulers, and the mayor; a list of the departed Elks; sketches of prominent local, state and national members; a history of the outstanding "good times" held, etc. Almost 50 per-cent of the space was advertising. The regular force did the work.

CIRCULATION FIGURES—Standard Rate & Data Service, Chicago, is announcing that with June 30 of this year, all publications not members of the A. B. C. must file accurate and sufficient circulation statements with the Service in order to be listed with circulation, for every 6-month period. Original or photostat mailing receipts and other evidence is required.

MORE ADVERTISING

PACIFIC SLOPE NEWSPAPER CONFERENCE has recommended interchange of rate cards, to assist in making rates uniform, service considered, and a directory of weekly newspaper rates and data for the Pacific Slope, the schools of Journalism to assist in the work. A uniform system for figuring legals was also recommended.

ANOTHER STATE CAMPAIGN—The Indiana Republican Editorial Association is planning a "Selling Indiana" campaign through papers published by the association's members. Committee members are: Chairman, A. M. Smith, Crawfords-

"NPJ" ROUND TABLE

(CONTINUED)

ville *Journal*; B. F. Lawrence, Indianapolis *Star*; Earle Coble, Redkey *Times-Journal*; George D. Lindsay, Marion *Chronicle*; Arthur K. Remmel, Ft. Wayne *News-Sentinel*.

HOW "UNIFORM" ARE RATES?—The rates charged by twelve newspapers in one state, for a 10-inch ad per 100 homes reached, are found to vary from 12 to 65 cents. The paper securing the 65c rate has less than 400 circulation, and the paper getting 12 cents has a little over 2,000. Of these twelve papers, but two have the same rate, based on circulation. Here is how it worked out: 12, 18, 22, 25, 27, 33, 42, 46, 57, 61, and 65 cents for the 10 inches of space. The average price, according to these figures, would be 36 cents for every hundred homes reached.

More Classified Advertising

SIMPLE BUT EFFECTIVE METHOD—Howe V. Morgan, Sparta (Ill.) *News-Plaineader*, notable for its all-year classified advertising success, says there is no mystic secret for it. He adds: "We have found in four years' experience conducting a country weekly in a town of 3,000 inhabitants that the best stimulant for classified advertising is *advertising*. Four years ago we carried only about ten inches of classified per issue and today we print two full columns each week, or more. We have never sent out a solicitor and have never solicited by mail, although we do not deny that these methods would be effective. We attribute the growth of classified advertising in our publication to *continual advertising of results obtained by our classified advertisers*. When we hear that a stove or a farm horse has been sold we get the details and publish them in a snappy writeup on some news page. The same thing occurs when lost articles are returned. We never mix our classified ads with news items but confine them to a certain part of the paper each week. Each ad is classified under its proper heading and as a result many of our readers turn to the classified column before reading the front page. It is very seldom that a classified ad in our paper fails to bring at least one inquiry."

CARRIERS COLLECT FOR ADS—The Aurora (Ill.) *Beacon-News* has its newspaper carriers collect classified advertising bills. Records of uncollected bills are kept and more advertising is refused to unpaid accounts. A recent "classified week" by this paper, which normally runs 8 to 12 columns, ran volume to 3 pages for two weeks. Three men on the telephone called up every name in the telephone directory. Boys get 5 per cent for collecting.

TELEPHONE vs. COUNTER—In a year of 900,000 classified ads the Chicago (Ill.) *Daily News* for 75% by telephone and 25% over the counter. No collectors are employed; monthly bills prove satisfactory at low cost of collecting.

MILL TAXES FOR ADVERTISING COMMUNITIES

MILL taxes are now levied for community advertising in a goodly number of cities and counties in Florida. Others make appropriations with other plans. *Printer's Ink* lists mill tax towns as being:

Monticello (4 mills), Daytona, Eustis, St. Petersburg, Jacksonville, Avon Park, Clearwater, Fort Lauderdale, Fort Myers, Frostproof, Lake City, Lake Wales, Melbourne, Miami, Miami Beach, Mount Dora, Orlando, Palatka, Sanford, Sarasota, Tampa and Vero. Counties making village levies include Broward, Dade, Hernando, Highlands, Hillsborough, Lee, Nassau, Orange, Sarasota, Seminole, and St. Lucie.

Advertising appropriations are made, although not on the mill tax basis, in the following towns: Fernandina, Haines City, Jacksonville, Leesburg, Madison, Ocala, Pensacola, Sebring, and Stuart. Counties making appropriations in the same manner include; Duval, Escambia, Hendry, Madison, Marion, Putnam, and Winter.

COLLECTIONS—The Milwaukee (Wis.) *Journal* carried far over \$500,000 classified business in a year, 80% charged (to anyone listed in the telephone directory) and losses were under

A For Sale Ad, or Want Ad, in
The Post-Dispatch is read by
Business Men, Office People and
Laborers of all Classes.

This advertisement in
The Post-Dispatch
will cost
per issue \$

(CLIPPING OF AD
PASTED HERE)

Send the above amount in cash, money
order or stamps, and we will insert your
ad. in the next issue of *The Post-Dis-
patch*. (Please return card as copy.)

The Post-Dispatch
can be depended *THE POST-DISPATCH*
upon for results. Sykesville, Pa.

COAXER CARD FOR CLASSIFIED

Sykesville (Pa.) *Post-Dispatch*, Sends a Card Which May Be
Helpful to Other Publishers Who Seek to Build up Their
Classified Advertising



1½%—the largest part of which was on business rather than individual telephone accounts.

SIMPLIFYING CLASSIFIED BUSINESS—The Richmond (Va.) *News-Leader*, issues coupon books, sold cash, with 600 coupons each good for one word of classified advertising, for advertisers who cannot make long-time contracts or offer easy collections. Over 75% of the large volume, however, is on contracts, monthly collections. Drug stores are paid 20% commission and do the collecting on their business. Solicitors on salary are used. Telephone soliciting is not encouraged, as it brought lots of ads but little money.

Local Advertising Field

MAIL ORDER "BATTLER"—Dan T. Balmer, Brookville (Pa.) *American*, population 4,000, has sent out circulars for eleven weeks to a list of 200 each week, entitled "Brookville's Business Boosting Bulletin"—"If It Fits You, Put It On," and dedicated to "Combating Competition of Mail Order Houses and Other Evils", in plain type. It is a four-pager 5½x8½. The inside spread carries an appropriate talk. A sentence from one of the "back covers": "The Mail Order House Goes After Business, While Good Merchants Merely 'Go After the Mail Order Houses'".

WISCONSIN'S PLAN—Louis H. Zimmermann, Burlington (Wis.) *Standard-Democrat*, secretary of the state press association, is issuing a series of direct-mail advertising to local merchants to promote local advertising and trade-at-home. One advertisement is headed, "They're Luring Your Business Away From Blankville." This folder contains a table of the percent of annual total volume various lines of successful merchants spend for advertising. (Tables of this kind have been published in "NPJ".) The folder also goes into "The Remedy".

SHOWING THE SPACE BUYER—When you say to a man, "I can give you ten inches of space in my paper for \$3," he immediately thinks of the things he could do with three dollars. But when you say to him, "You can reach 100 homes with a one-inch ad for only 6 cents," the act of reaching so many homes for such a small sum is the fact he visualizes. Then when you follow up by saying, "A ten-inch ad will cost you but 60 cents for every 100 homes reached—which is less than the postage, to say nothing of the printing and mailing"—he still looks upon the proposition as a bargain. When you tell him further that your paper reaches 500 of the homes of people who should buy from him, he sees the reasonableness of the price you ask. Suppose you have 1,000 subscribers and you make your rate 50 cents an inch. The rate then is but 5 cents per inch per 100 homes reached. If you sell your space on these lines your paper is looked upon as a splendid public utility.—*Country Publisher*.

ROAD MARKERS' ADS—Fort Worth (Tex.) civic organizations, guided by newspaper work, are succeeding in keeping advertising off highway markers on automobile roads.

"NPJ" ROUND TABLE

(CONTINUED)

MAKING BETTER MERCHANTS PAYS—The Council Bluffs (Ia.) *Nonpareil*, developed 4 to 6 pages of grocers' advertisements in Friday issues, and worked up a Tuesday section in addition, in a city with about 100 groceries, most of which are run by "foreigners". Robert R. O'Brien, advertising manager, said in a recent address: "We help make merchants, largely by getting them to keep their windows clean and displaying their goods. Help dealers merchandise their goods in windows and on counters."

HUNCH FROM BRISBANE—Using a letter from Arthur Brisbane of the Hearst publications, to Will Rogers, the humorist—in which Brisbane told Rogers of seeing his Bull Durham ad in the Hamlet (N. C.) *News-Messenger*—Carl Mueller, publisher of the Jefferson (Wis.) *Banner*, issued a 4-page folder in colors to his advertisers to tell of his cut and copy service.

National Advertising

WORKING UP ADVERTISING —

"Do not seek national advertising on 'price', on low rates," said H. G. Spaulding, publisher of the Shawnee (Okla.) *Morning News*. Do not agree to position or fixed page without extra charge of 15 to 25% for the service. Make a personal visit to the retailers of your city and study the lines of advertised goods they carry. If any line seems to be in a position to go ahead with the aid of advertising get the retailer to urge that the company place advertising with your paper and then follow it up by calling on or writing the distributor, setting forth the value of your paper and the merits of the market itself.

Take it up with the advertising department of the concern direct and if you have a special representative have him do so also. There are many advertised lines of goods that are not sold in a publisher's city to any extent. If a survey of the situation reveals a market for the commodity or article, start right in to get the retailer to take it on and get in touch with the distributor. Call on the merchants handling advertised lines frequently. Learn from them how well the stuff is moving. If it is on a shelf or the back of the store, urge that window displays be made or that the goods be brought forward. My paper is now carrying fifty or more schedules which have been secured and held by following out these policies."

NEW LIGHT ON RAIN INSURANCE—For the second successive year, The Milwaukee (Wis.) *Journal* collected rain insurance taken out on its annual Real Estate and Building number. The seventh annual edition was issued on Sunday, May 3. Insurance of \$5,000 was taken out covering all real estate advertising where the individual advertisement was 15 inches or more. The insurance was collectable in case one-tenth of an inch of rain fell between 2:00 and 5:00 p. m.; and in such case the *Journal* guaranteed to run the advertisements protected on the succeeding Sunday without additional charge. Rain fell the greater part of the afternoon and the *Journal* re-ran the advertising on Sunday, May 10. Following their experience of a year ago, when the *Journal* collected, fifteen general agents in the north central territory decided that such insurance was undesirable and that the newspaper did not have an insurable interest. The *Journal* demurred, arguing that the paper was, in effect, the agent of the advertisers and wanted to protect them. The only other way in which the advertisers could be safeguarded, it was argued, would be for each advertiser to take out insurance covering only his interest,



H. G. SPAULDING.

Wessington Springs (S. Dak.) Republican Issued March 1, 1925
GEO. SCHLOSSER, Publisher Rate Card No. 12

The Republican is a seven column quarto. Length of column 21¾ inches.

Width of column, standard.

Rates for advertising are 30 cents per column inch. These rates will be in effect for year 1925.

Classified advertising one cent per word. No advertisement for less than 15 cents will be accepted.

Local advertising 10 cents per line.

Advertising requiring a position will not be accepted but every effort will be made to give desirable position to all patrons.

Recognized agents' commission 15%, cash discount 2%.

Circulation guaranteed by sworn statement to exceed ELEVEN HUNDRED AND FIFTY, and consistently growing.

Published every Thursday. Subscription price \$2.00 per year.

The Republican is and has been the leading official paper in Jerauld County for 40 years.

The Republican is also the official paper of the city of Wessington Springs.

Jerauld County is a purely agricultural, dairying and stock raising county. There is not a more prosperous county in South Dakota.

The season of 1924 was very productive. We have been favored with good crops and the prices have brought us good returns. Seed corn is plentiful and our granaries are bulging with the best grades of grain. We are able to supply the northwest with guaranteed seed of every variety.

We are located on the Chicago-Black Hills Highway—graveled all the way.

A SIMPLE AND COMPLETE RATE CARD

George Schlosser, Publisher of the Wessington Springs (S. D.)
Republican, Finds This Card Is Appreciated



which would have meant sixty or seventy policies of very small amounts, a situation not to be desired by the insurance companies.

MANUFACTURING : SERVICE

ANNOUNCEMENT is made, in a striking broadside displaying leading products of H. B. Rouse & Co., Chicago, of a new product, the Rouse Double Conveyor which works between a printing press equipped with extension delivery, and a bronzing machine. It is a combination of the original Rouse bronzer conveyor with an invention acquired from employees of R. J. Kittredge & Co., and offers several practical new features. It permits removing the fly sticks from the bronzing machine, thereby completely eliminating flying bronze dust in the press room. The conveyor also eliminates hand feeding of the bronzer and does away with the old hand method of carrying stock away from the bronzing machine. It still further eliminates the stacking and jogging of the stock after it is removed from the bronzer. In other words, a printed sheet is fed into the printing press and automatically passed from the press to the bronzing machine where it is fed and then comes out of the bronzer onto a second set of tapes; the sheet is then returned to the extension delivery of the printing press, where it is stacked and jogged.

MORE LUDLOW FACES—The Ludlow Typograph Company, Chicago, announces that among other faces under way, it is now cutting two attractive series: Caslon Oldface Heavy, and the popular Bookman Oldstyle, in sizes ranging from 12 to 48 point. The 24 point size in these two faces is now ready and advance specimen pages are available. Advance Specimen pages have also been issued for the 48-point Cheltenham Bold Condensed Italic.

TYPICAL INSTALLATIONS—An unusually interesting folder by the Cutler-Hammer Mfg. Co., shows fine half-tone views of leading newspaper press rooms, illustrating the use of the Cutler-Hammer Printing Press Control. A number of new and old plants, small as well as large, are viewed—a considerable number for a 6-page folder. Cutler-Hammer products for newspaper plants now include press drives and control, conveyors, heated matrix beds, linotype metal pots, automatic newsprint splicing machines, controllers for stereotype and electrotype equipment, controllers for paper-roll hoists, and mail sack and plate conveyors, and controllers for flat-bed cylinder, offset, lithographic, creasing and cutting presses.

(PLEASE TURN THE PAGE)

"NPJ" ROUND TABLE

(CONTINUED)

GARAMOND SERIES, American Type Founders Co.—With a story of "Claude Garamond, First Type Founder and His Type," the company portrays the faces, characters and decorations of this beautiful design, including italic, bold and bold italic—elegance, refinement and good taste. The booklet is available on request to nearest branch of the A. T. F. Co.

REELING OFF—*That Addressing Job*, is the title line of a folder of the Pollard-Alling Mfg. Co., New York, just received. It shows a map of the U. S. A. in which are located various newspaper printing plants using this mailing device. They represent, says the folder, a combined mailing list in excess of 31,000,000 names. The main section, well illustrated and no doubt especially attractive to printer-publishers who are students of mailing problems at this new period of adjustment in that line, indicates the speed and accuracy of the Pollard-Alling System. It is automatic to an extent that excites keen interest, and the elimination of "nixies" is a feature. The Reliefograph is also illustrated and described, setting up a remarkable showing of speed in making name plates. Many letters of approval from well-known large and small newspaper publishers are included in the circular, based on experience with the machines.

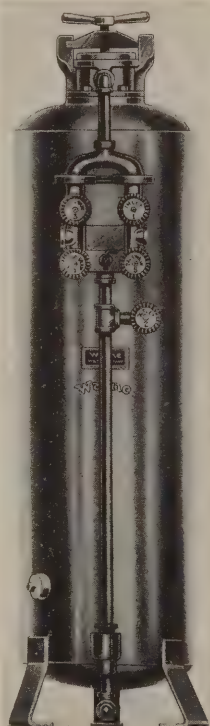
A MARVELOUS EYEFUL—*Westvaco Inspiration for Printers*, No. 5, just received, is all that and more. The West Virginia Pulp and Paper Co. series has been announced in these columns and some of its practical, idea-provoking points mentioned. This particular inspiration contains lessons in the why and how of wood engraving, the impressionistic poster as the sign of a product, and the effects of the painters' and colorists' craftsmanship in advertising. Every point is most beautifully illustrated.

ELIMINATING WATER TROUBLES—The Haywood Publishing Co., LaFayette, Ind., a thoroughly modern printing plant, offers an "experience story" on a subject which may hold the key to difficulties which have been somewhat baffling, if not serious to other printer-publishers. This company used the same water in drinking fountains, lavatories, etc., to cool its type casting machines, which is of course a common practice over the country. The casting machines were more frequently subject to sometimes sudden and always inconvenient and losing shut-downs. It was found that the cause was clogging of the water pipes, filling with a limy deposit.

"Eventually these weekly shutdowns of the casting machines began to interfere with production to a noticeable extent," says Marshall Haywood, president of the company. "The machines were perfect mechanically, the watering tubes and molds were not defective. The trouble was with the water supply.

"We felt that soft water was the remedy. About that time I got in touch with the Wayne Tank and Pump company, Fort Wayne, Ind. The company sent a representative. He prescribed a water softener. Since his analysis merely bore out our own opinion, we signed on the dotted line. The Wayne Base Exchange Water Softener was hooked up to the lines supplying water for cooling the two casters and since that time we have never had to shut down the machines for cleaning of the cooling system.

"Our cost figures show that before installing the water softener we had to shut down the machines at least once each week, and sometimes as much as three times. The weekly shutdown, three hours at the least, cost us \$7.50 a week, or \$3.90 a year, figuring on a very conservative basis. The softener made the weekly interruption unnecessary and has saved approximately \$1,500 in the three and a half years we have had it installed."



WATER
SOFTENER



FAST SERVICE FOR PUBLISHERS

AIR PLANE REPAIR, REPLACEMENT DISPATCH—The Duplex Printing Press Co., Battle Creek, Mich., confirms reports that it is about to enter such a project, making it the first machinery firm in this field to adopt the innovation.

An official said: "The army has a large equipment at Camp Custer near the city and the local Chamber of Commerce has now prepared a new field. Three standard modern planes having a cruising radius of 300 miles will be used for ordinary service, one plane and pilot being on call at all times. Extra heavy shipments will be carried in a large plane with a capacity of 2,000 pounds dead weight. All machines have a cruising speed of about 80 miles an hour.

"Connections between our special service and the air mail will be entirely feasible when shipments fall within the limits prescribed by the postoffice, as most press repair parts do. This will be of special advantage to publishers located along the air mail routes and on the Pacific Coast. No geographical limitations will be placed upon the service.

"We would like to have on file maps or letters describing the location of landing fields in towns where Duplex users are located. If there is no regular landing field within a few miles of your town, any good level field of considerable area can be used. The points to consider are that it should be closely adjacent to some main highway to accommodate the supplementary automobile transport that is always necessary."

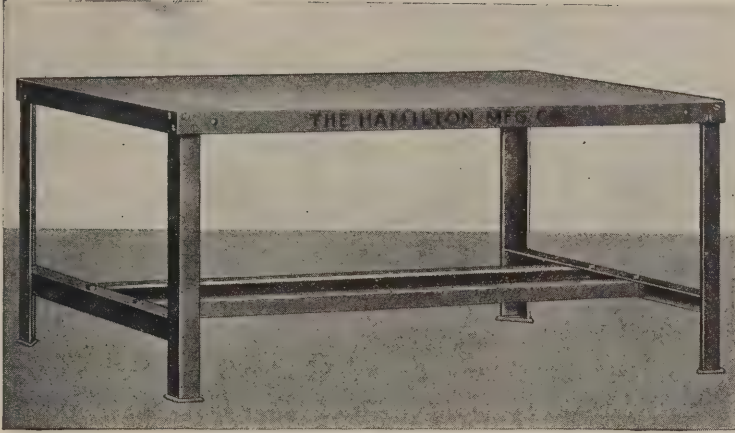
IMPERIAL OPENS CHICAGO PLANT—The Imperial Type Metal Co., announces the opening of a Chicago plant, a milestone in its history which began in Philadelphia in 1912 under Wilson S. Yerger, founder and present president. The Cleveland plant was opened in 1916, followed by a Detroit plant in 1920. The Chicago plant is at 1800 South Fifty-fourth St., Cicero. Export shipments are handled from the Hudson Terminal in New York City. The Imperial produces only type metals, including slug, monotype, stereotype and electrotype, and includes among its regular customers hundreds of leading newspaper and printing plants.

USING ROLLERS—"When a new set is received in the press room," says an article in the *Printers' Album*, Challenge Machinery Co., Grand Haven, Mich., "they should not be used immediately. It is a safe plan to allow them to properly 'season' before using. The term, 'seasoning,' means giving the composition of the rollers time to 'set' firm—a process which usually requires from one week to ten days' time. While being seasoned the rollers should be exposed to the air of the pressroom at a temperature of from 70 to 80 degrees F."

GIANT MONOTYPE—Following announcement in May "NPJ" of the new casting machine just exhibited by the Lanston Monotype Co., further particulars are available. It is called the Giant Monotype Caster. It is designed to carry out an absolute Monotype Composing Room system. The new Giant Caster makes metal furniture, in all sizes from 24 to 72 point and in any length from 24 point upwards. It also casts type for the cases in all sizes from 42 point to 72 point inclusive, as well as special corner pieces, corner quads, cut mounting and spacing material. The Monotype Material Making Machine is also being exhibited and continues to attract the attention of publishers. The Material Making Machine has proved to be one of the best sellers of the Monotype family. Many publishers are reporting an output from this machine much greater than the company's best claims for it. The company manufactures a composing machine, a display composing machine, a type-and-rule caster, a lead-slug-and-rule caster, a high speed material making machine—and now the Giant Caster.

SEATING EQUIPMENT—Inquiries come more frequently to "NPJ" from readers on the subject of proper seating of employees in newspaper and job offices, such as machine operators, indicating a growing appreciation of the fact that proper

Hamilton Steel Bindery Tables



Styles Nos. 15038, 15040 and 15042 (see table).

HAMILTON Steel Tables — the universal choice of progressive printers — are rapidly displacing the old-style wood tables in the Bindery, Pressroom and Mailing Room of modern printing plants. They are light in weight, yet strong and durable — a design developed with the one idea of serviceability, and about as nearly indestructible as they can be and still serve the real purpose for which they were designed.

Legs and frame are heavy angles, with tops of heavy-gauge steel with channel reinforcements, to insure rigidity and avoid vibration.

As contrasted to the old-style wood tables which were easily splintered, rough surfaced, always of questionable strength and stability, and almost impossible to keep clean, our table tops are always smooth and easily cleaned and tables practically indestructible.

All corners are carefully rounded, smooth, and acetylene welded to insure maximum strength, and with ordinary usage should outlast any number of wood tables — and be right at all times.

Standard height is 32 inches, either with or without casters.

Casters supplied with No. 15022 are 3-inch diameter; all other casters are 4-inch diameter.

Tables Nos. 15038, 15040 and 15042 are regularly supplied with holes drilled in flanges, 5 inches from each end, to accommodate Padding Attachment.

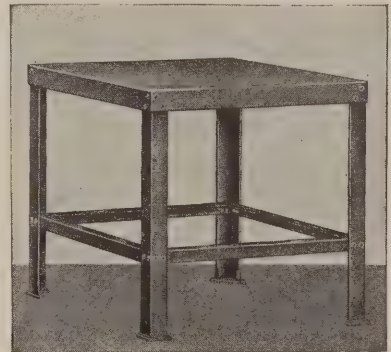
Gluing-On Attachment may be easily and quickly secured to the angle legs of our tables.

DIMENSIONS, ETC.

No.	Size Inches	Style of Casters
15020	24 x 24	(none)
15022	24 x 24	Iron
15028	30 x 30	(none)
15030	30 x 30	Iron
15030-A	30 x 30	Fibre
15035	30 x 30	Iron
15035-A	30 x 30	Fibre
*15038	36 x 72	Casters supplied only on special order.
*15040	36 x 96	
*15042	36 x 114	
15045	36 x 54	Iron
15045-A	36 x 54	Fibre

Standard height, either with or without casters, 32 inches.

*Regularly supplied with holes drilled in flanges for Padding Attachment. (See other side of sheet.) No. 15042 made with six legs.



Styles Nos. 15020 to 15030-A (see table above).



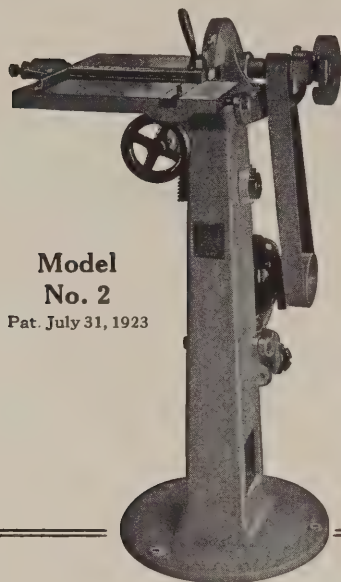
Styles Nos. 15035, 15035-A
15045, 15045-A.

THE HAMILTON MANUFACTURING COMPANY

Eastern House: RAHWAY, N. J.

TWO RIVERS, WISCONSIN

HAMILTON GOODS ARE FOR SALE BY PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE



**Model
No. 2**
Pat. July 31, 1923

**Shipped
Ready
for Use**



[SAW AND MITERING MACHINE]

TWELVE tabloid reasons why every printer and publisher should have a Trimmer. Compare them item for item with any other composing room saw and you will know the reasons why you should own one or more, why you should replace other saws with the Trimmer, or install one if you have none.

- 1—A positive, powerful work-holding vise.
- 2—Instantly set, self-locking end gauge.
- 3—Graduated Miter Gauge, permits mitering border without reducing its length.
- 4—Material to be cut is placed in front of gauge causing finer and smoother cutting.
- 5—Will saw and trim to less than one pica in length by points, without adding any attachments.
- 6—Ribs of slugs can be trimmed off. Our dependable work-holding vise will hold them in position.
- 7—Column cannot clog, as waste material is ejected from side, passing clear of machine.
- 8—Sawdust must go down column and not through the air.
- 9—Motor off floor and fastened on an adjustable bracket; belt "slack" can be taken up instantly.
- 10—Positively safe and fool-proof.
- 11—Heavy construction throughout, and like all efficient machines, simple mechanically, consisting of few parts.
- 12—Most economical saw for the employer, and easiest for the operator.

For the smaller plants that do not feel like paying the total price at once, we are glad to arrange convenient terms. What we want to do is to put this highly useful tool in every composing room in the country. From present indications that time is not far distant.

Send today for complete information. It will be more to your interest than ours.

Cheshire & Greenfield Mfg. Co.
538 South Dearborn Street, Chicago, Ill.

"NPJ" ROUND TABLE

(CONTINUED)

seating is not the least item in efficiency and welfare. We are reminded of this by the receipt of a new catalog of the Angle Steel Stool Co., Plainwell, Mich., covering an unusually large line of stools, chairs, tables, office equipment, etc. The line is all-metal, except seats and backs in some cases. Many pointers on seating are included in the book. Copies of the catalog are available on request.

PRODUCTION NOTES

DAYLIGHT, IN FACT—The new home of the Harrisburg (Ill.) *Daily Register*, has accomplished "daylight" lighting in its mechanical departments, as the cut herewith illustrates—it is made from an ordinary snapshot. Thousands of readers visited the new plant May 14. An 80-page edition was issued. Roy L. Seright, managing editor and controlling stockholder, planned the building. The entire south side is filled with glass openings, of the factory-type design; likewise, the entire west side. To protect the men against the glare of the sun, shades of the porch-style type, which can be raised or lowered and which permit plenty of light without obstructing the light when



CORNER IN THE REGISTER'S WORK ROOMS

lowered, have been installed. The *Register* is located in "Egypt" of Illinois. Harrisburg is a town of 15,000 in the mining and agricultural regions and the circulation is near 5,000.

DEADLINES FOR DEPARTMENTS—The Milwaukee (Wis.) *Journal*, showing a lot of over-set and last-minute rushes and "chasers", kept track of the facts for a while and developed a time-schedule for departmental news and features to reach the composing room. This is arranged to give each department a fair show, especially of course the "spot" news. The plan leaves the full battery of Linotypes open to current news at peak load times, while at the same time never leaving the copy cutter in a place of having to scratch for stuff to keep the machines going. Periodical records are taken to provide for changes in the schedule as conditions change. The *Journal* is an evening and Sunday paper, with 20 Linotypes and four Monotypes for news and ads; or about ten Linotypes for straight news. News matter daily average 120 columns, or 10 columns per machine per eight hours, with two operating 16 hours.

SCIENCE IN PRODUCTION—The Hearst Chemical Research Laboratory, New York City, has been formed to test the quality of all raw materials and practical value of new methods and processes in printing and publishing, for all the Hearst newspapers and magazines. The latest department launches the laboratory into the creative field, also, especially with regard to engraving and other productive processes.

UNIQUE MAKE-UP—The May 7. issue of the Fort Cobb (Okla.) *Express*, Cecil C. Colbert, publisher, recently received, takes a form ordinarily used for a 6-column paper, and makes it up in three columns of 26 picas, most of the advertising being 26 picas wide, or more, and the few 1-column ads being grouped in 2-column line-up. No customary news headings are used. The paper is set in 10-pt., item after item, with two or three words of boldface caps introducing each. This

GARDINER METALS ARE DEPENDABLE

*Gardiner's
Is Fine
Type Metal*

NO matter how efficient your presses may be, poor metal will defeat their purpose.

The linotype and stereotype metals publishers should use, are those which aid, day in and day out, in producing a clean cut newspaper.

GARDINER METALS, standardized in purity and content, and as to method of alloying, insure perfect stereotype plates for your presses.

Many metropolitan newspapers use GARDINER METALS exclusively.

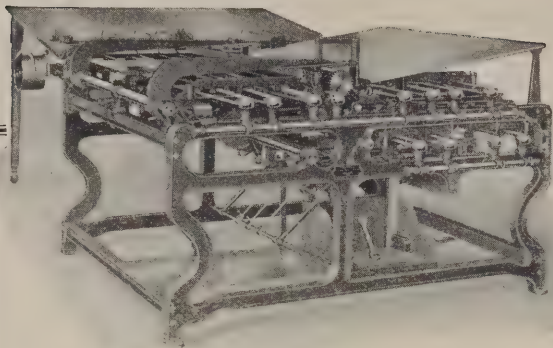
GARDINER METAL COMPANY

ESTABLISHED, 1901

1356 W. Lake St.

CHICAGO, ILL.





*Small Newspapers
get efficient service
from*

MENTGES No. 2 FOLDER

It is especially designed for newspaper and periodical work, representing a manufacturing ideal—*real folding machine service at minimum cost.*

**Hundreds are in operation
in newspaper plants**

The MENTGES NO. 2 NEWSPAPER and PERIODICAL Folder, as illustrated is accurate, efficient, easily adjusted and very substantial. It is very moderately priced.

The RIGHT Folder for YOUR Work

We also manufacture a complete line of MENTGES Circular, Job and Book Folders, ranging in size from 12½ x 19" to 25 x 38".



Write Us Your Requirements.



Mentges Folder Company
Sidney, Ohio

"Builders of Profitable Folding Machinery"



"NPJ" ROUND TABLE

(CONTINUED)



is such a remarkable departing from custom that readers may wish to write for specimen copies to Mr. Colbert. The issue at hand consisted of 8 pages, with two supplements and a neat little roto section.

LOYALTY IS PROVED UP—A 9x12 in. 4-page miniature illustrated edition of the Sheboygan (Wis.) *Press* is at hand describing the annual banquet of the employees. It included a fine appreciation from the employees to C. E. Broughton, editor and publisher, which included: "May our thanks be revealed concretely in an even more efficient performance of our work." Every employee's name was mentioned in some interesting way in the "banquet edition."

I AM PLEASED TO GREET YOU—Lewis A. Kirkpatrick, well-known in California publishing circles, has become manager of the Santa Ana *Bulletin*. Under the foregoing heading, he introduced himself in a recent issue on the editorial page, in an unusual way, as follows:

IT is usually customary for a person upon assuming the management of a newspaper to write some kind of an introductory message. With this in view, I want you to feel that I am actually talking to you. The likeness is said to be good. I want you to look at it closely because when you meet me on the street or anywhere I want you to say, "Hello, Kirk, glad to know you!" I want to know every subscriber and reader of the Santa Ana *Bulletin* by sight, and I know of no better way than of asking you to introduce yourself to me.



L. A. KIRKPATRICK

I want to give you a better Santa Ana *Bulletin* than you have ever had before. I will do all in my power to please you and the only way I can know what you want is for you to tell me what you would like to see in the Santa Ana *Bulletin*. So don't hesitate to write to me or to talk to me when you see me about what you want to see in this newspaper.

To the advertisers in the Santa Ana *Bulletin* it will be my constant endeavor to serve you in every way possible, particularly in the production of a newspaper that will be widely read and which will bring dollars to you in repayment of your advertising. If you have any problem in regard to advertising, I will be glad to consult with you and help you to the best of my ability. My time and services are at your command. Just call Phone No. 2.

NEW PRESS IS FEATURED—When the Wichita (Kans.) *Daily Eagle*, Sidney D. Long, business manager, recently started its Hoe Octuple on its fifty-third birthday, it was made an occasion. Thousands came to the plant, on invitations published in the news columns, including all the school children. A striking part of the plan was to encourage old timers to search the files (made easily available) for items of past years. This brought old readers from miles around. Also, 20,000 souvenir papers were run off, as the press was started over and over in showing it to the visitors. Victor Murdock, editor, and Mr. Long, personally helped entertain the crowds, assisted by fifty guides. Signs and arrows also helped. Orchestra, a singing and talking doll stunt, dancing and other amusement continued through the day and evening.

GETTING "WARMER"—University of Washington's School of Journalism has installed a latest model Linotype, added a course in Linotype operation, and purposes to familiarize

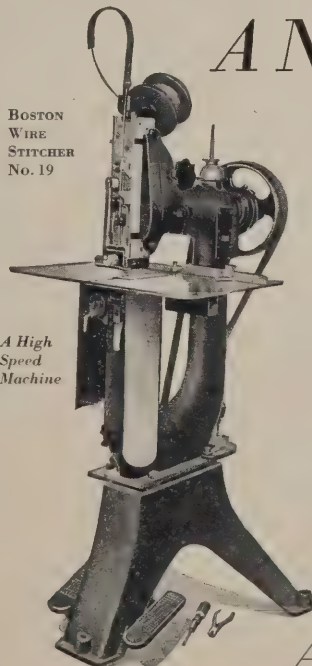
This new type face is Monotype Goudy Heavy, designed by Frederic W. Goudy for exclusive use on the Monotype Machine.

Monotype

Philadelphia

{ Send for showing of new
Monotype type faces }

Set in Monotype (Goudy) Heavy Face, No. 380 and Rules 6M95L and 6M60L



A New BOSTON Wire Stitcher

The No. 19 BOSTON was designed for heavy continuous service and very high speed. It is unequalled for durability.

Thickness capacity two sheets to a full one-half inch. *Working parts singly adjusted.* Wire used No. 28 to No. 24 round: 21x25 and 20x24 flat. Maximum speed 300 stitches per minute, floor space 26x28 inches, shipping weight 350 pounds, driving pulley 10 inches, one-sixth horsepower. Individual flat and saddle tables instantly positioned without the use of tools. Overhead belt or electric motor drives.

The No. 19 is adapted for all kinds of flat magazine stitching within its capacity, also for pamphlet and miscellaneous saddle work. Write nearest Selling House for quotation.

GENERAL SELLING AGENT

American Type Founders Company

Sold also by BARNHART BROTHERS & SPINDLER, and in Mexico and South America by NATIONAL PAPER AND TYPE COMPANY

Improved Metal Reduced Dross Saving in Fuel

*Guaranteed to
Newspaper Plants
Using*

The MONARCH MONOMETER RE-MELTING FURNACE



It will re-melt your type metal, slugs, rules, etc., with a minimum of dross, thereby retaining the tin which is essential for a sharp, clean-cut type face.

«♦»

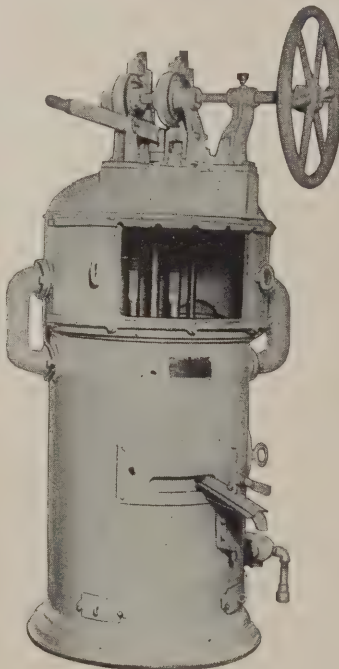
THE saving in fuel and dross will pay cost of "Monometer." It is built to last a lifetime.

«♦»

THE "Monometer" is built in standard sizes of 500, 1,000 and 2,000 pounds and up to 5 ton capacity.

«♦»

WATER cooled molds mounted on carriages are supplied to meet the requirements of your plant.



Write for Descriptive Catalog "N" and references

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.



"NPJ" ROUND TABLE

(CONTINUED)



students, especially those intending to enter the small-town newspaper field, with enough to operate the machine in emergencies and to judge the efficiency of operators. Prof. Fred W. Kennedy is in charge. (Any signs of waking up to the idea that a newspaperman is not as good a newspaperman as he should and can be until he knows some things factful and practical about the back shop—large or small offices—are signs of progress as to a much-overlooked but absolutely essential part in true education in journalism!—J. L. M.)

REBUILDINGS; NEW HOMES; ADDITIONS

York (Ala.) Sumter County Journal—In new home.
Tuckerman (Ark.) Record—In larger quarters.
Los Angeles (Cal.) Evening Herald—In new home.
Richmond (Cal.) Independent—In new home.
Savannah (Ga.) Morning News—Building home.
Columbus (Ind.) Republican—To build.
Belmont (Ia.) Independent—To build.
Ft. Scott (Kans.) Tribune-Monitor—To build.
Elkalaka (Mont.) Eagle—To build.
David City (Neb.) Banner—Building home.
Franklin (Neb.) County News—Erecting home.
New York (N. Y.) Editor & Publisher—Moved to New York Times Bldg., Times Square, 42nd Street and Broadway.
Perry (N. Y.) Herald—To rebuild.
Ashtabula (O.) Star-Beacon—Building new home.
Cadiz (O.) Republican—Building home.
Holgate (O.) Review—In new home.
Sanesville (O.) Publishing Co.—To build.
Sylvania (O.) Sentinel—Building home.
Bristow (Okla.) Daily Record—Building home.
Clatskanie (Ore.) Chief—Building home.
Cranston (R. I.) News—In new home.
Mexia (Tex.) Daily News—Building \$10,000 home.
Prescott (Wis.) Journal—In new home.

SELLING JOB PRINTING

HERE'S A NOVEL "NEW ONE"—An eastern manufacturer of moth-proof bags sends out a sales letter printed on the bag stock, and opens "Aren't you glad you are not a moth; for then you could not read this letter." The letter is pungent with "anti-moth" odor. This is a good tip for a sell-printing idea, by adaptation; also, a new curve for those who prepare sales letters for customers. The idea could be applied for many lines of business, although it may be necessary to do some searching and thinking.

SPECIALIZING—A small-city newspaper job office in the southwest is specializing on office stationery for doctors, dentists, lawyers, etc., in its own and neighboring towns, and reports that this policy has eased up the whole business, lowered production costs, and kept the equipment going more steadily.

SIGNS WITH HIS PICTURE—Oscar Lowenbach, B. Lowenbach Printing Co., Milwaukee, Wis., ends up all sales letters with a poster containing his picture, 1 by 1½-in., instead of the customary signature.

NOT DIFFICULT OR EXPENSIVE—"Many printers," says *Canadaink*, "could help increase job sales without much extra expense by the use of small reading enclosures sent out with invoices or statements. For these it is not necessary to buy special stock as there are always lots of odd sized cuttings that could be utilized. A few lines of reading matter set in tasty composition, printed in one or more colors, going in constantly by mail, will surely bring results. A stamp always gets past where a salesman may be turned down."

SECRETS OF SALESMANSHIP—Said G. C. Willings, vice-president of the Intertype, at the Houston A. A. C. W. convention: "The major portion of sales of printing today are the result of the buyers' discoveries of their needs. I would find out what I could about my prospect's sales problems before I called on him and talk to him about reducing his sales cost. I would talk always his problems, his sales—never how good my concern was at this, that or the other thing. What we need in American selling is more ideas, *selling ideas*, not more art. We are away ahead in the artistic development of printing. The cost of printing is already too high. Printing is not an end in itself, it is only a means to an end. And that end is more sales and selling costs at a lower percentage."

COST REDUCING PRINTING—From this angle the Fowle Printing Co., Milwaukee, Wis., approaches buyers of printing with a fine booklet (return postcard enclosure, fixing a date for a "frank exchange of views"), and entitled *The Cheapest Way to Locate New Customers*. Enticing paper and "white



GOOD Art Work deserves good reproduction. Laboratory tests of *Westvaco* Poster Paper justify the belief that it possesses all the qualities essential to this class of Printing and Lithography.

WEST VIRGINIA PULP & PAPER COMPANY • NEW YORK AND CHICAGO

See Reverse Side for List of Distributors

THE MILL PRICE LIST

Distributors of Westvaco Mill Brand Papers
Manufactured by West Virginia Pulp & Paper Company



<i>Atlanta</i>	The Chatfield & Woods Co.	<i>Nashville</i>	Graham Paper Co.
<i>Augusta, Me.</i>	The Arnold-Roberts Co.	<i>New Haven</i>	The Arnold-Roberts Co.
<i>Baltimore</i>	Bradley-Reese Co.	<i>New Orleans</i>	Graham Paper Co.
<i>Birmingham</i>	Graham Paper Co.	<i>New York</i> . Beekman Paper and Card Co., Inc.	
<i>Boston</i>	The Arnold-Roberts Co.	<i>New York</i> . West Virginia Pulp & Paper Co.	
<i>Buffalo</i>	The Union Paper & Twine Co.	<i>Omaha</i>	Carpenter Paper Co.
<i>Chicago</i>	Bradner Smith & Co.	<i>Philadelphia</i>	Lindsay Bros., Inc.
<i>Chicago</i>	West Virginia Pulp & Paper Co.	<i>Pittsburgh</i>	The Chatfield & Woods Co.
<i>Cincinnati</i>	The Chatfield & Woods Co.	<i>Portland</i>	Blake, McFall Co.
<i>Cleveland</i>	The Union Paper & Twine Co.	<i>Providence</i>	The Arnold-Roberts Co.
<i>Dallas</i>	Graham Paper Co.	<i>Richmond</i>	Richmond Paper Co., Inc.
<i>Des Moines</i>	Carpenter Paper Co.	<i>Rochester</i>	The Union Paper & Twine Co.
<i>Detroit</i>	The Union Paper & Twine Co.	<i>Sacramento</i>	Blake, Moffitt & Towne
<i>El Paso</i>	Graham Paper Co.	<i>St. Louis</i>	Graham Paper Co.
<i>Houston</i>	Graham Paper Co.	<i>St. Paul</i>	Graham Paper Co.
<i>Kansas City</i>	Graham Paper Co.	<i>San Francisco</i>	Blake, Moffitt & Towne
<i>Los Angeles</i>	Blake, Moffitt & Towne	<i>Seattle</i>	American Paper Co.
<i>Milwaukee</i>	The E. A. Bouer Co.	<i>Tacoma</i>	Tacoma Paper & Stationery Co.
<i>Minneapolis</i>	Graham Paper Co.	<i>Washington, D. C.</i>	R. P. Andrews Paper Co.
<i>York, Pa.</i>	R. P. Andrews Paper Co.		



"NPJ" ROUND TABLE

(CONTINUED)

margin" is advantageously used. It points out that the secret of low selling cost lies in the reduction and elimination of non-productive solicitation and promotion, and the value of *sufficient preliminary work* by economical means—good printed matter. Actual calls are thereby more nearly confined to permanent customers or others who have registered an active interest; speculation is reduced and eliminated. Fewer men are needed; "every sales talk is censored by the sales manager or some other executive and thus truly represents the spirit and policies of the house." A number of examples are cited, and the "story" turned to the capacity of this printing house to meet the requirements. The booklet and idea are exceedingly progressive.

Builds Chain of 21 Paying Newspapers in Five Years

A GROWTH from two newspapers to a chain of twenty-one in a period of five years is the record of the Affiliated Newspapers, Bedford Building, Chicago. Irl H. Marshall, publisher and general manager, bought the Spring Valley Gazette and the De Pue Leader on July 1, 1919, after



IRL H. MARSHALL

a year of post-graduate work at the University of Iowa. These were then put in charge of a manager while Mr. Marshall completed his education at Harvard. The next paper added to the chain was the Mendota Sun-Bulletin. Each of the affiliated Newspapers is operated by a manager who is also a partner, capable of taking full charge of his plant, each determining for the most part the paper's policies. Each paper is an independent unit.

The plants are all equipped for commercial jobs. Stock is bought by the local manager, although print paper, metal, news ink, and a few other materials for the newspapers are bought or contracted for through the general offices.

Complete bookkeeping, cost and account-

ing systems are used. Every manager knows every month the exact profits, paper stock inventory, accounts receivable inventory, equipment inventory, itemized income, itemized expense, and all other business facts. Bookkeepers also prepare weekly records. Thorough systems of time tickets, job cost envelopes, advertising records, subscription card files, estimate records, duplicate order records, and so forth, are designed especially for combined newspaper and commercial printing plants.

Mr. Marshall is president of the Bureau County Press Association, secretary of the LaSalle County Publishers' Association, and was formerly vice-president of the Illinois Press Association, and a member of the advertising committee of the National Editorial Association. He is also an executive of the Gundlach Advertising Agency, Chicago, president of the Na-

FOR advertising and job composition.

The Ludlow system of matrix composition provides new, clear-cut printing faces on slugs for every job. Its speed, versatility, 6 to 60 point range in a wide variety of quality typefaces including bold and extended, ranks it first for display and job work. Because you set matrices, not type, you secure your slug lines immediately, never running short of sorts for any job.



Ludlow Artcraft Light

Thankful

48 Point

New Faces

42 Point

Quickly Cast

36 Point

Artistic Effects

30 Point

Old Books Restored

24 Point

Perfect in Every Detail

18 Point

Ludlow Composition is Quicker

14 Point

Represents the Latest Improvement

12 Point

Modern Shops Install Ludlow Equipment

10 Point

Ludlow Typograph Co.

2032 Clybourn Ave., Chicago

San Francisco, 5 Third St.
Atlanta, 41 Marietta St.

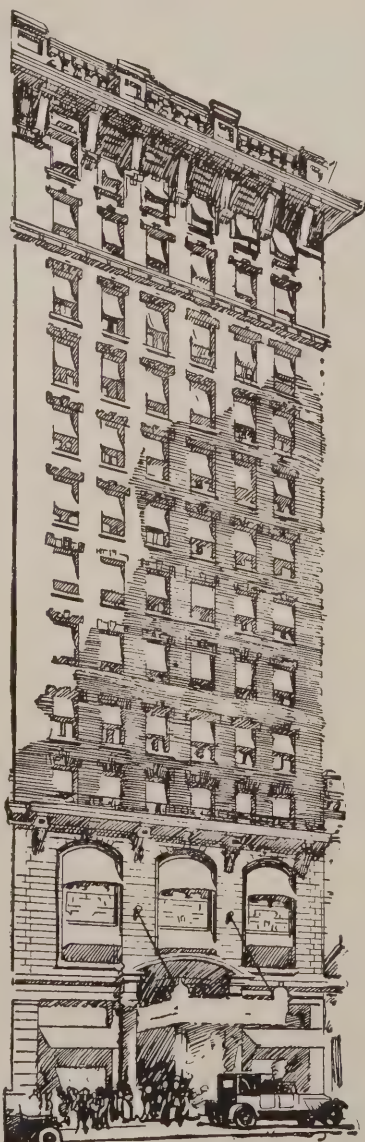
New York, 63 Park Row
Boston, 261 Franklin St.

LUDLOW QUALITY COMPOSITION

Hotel Brevort

Madison St., East of La Salle
CHICAGO

COMPETENT authority has said that, of the three best restaurants in Chicago, two are located in the Hotel Brevort.



When you visit Chicago, have at least one meal in the beautiful Main Restaurant or the Old English Grill of this famous hotel.

The superiority of service that distinguishes Brevort Restaurants is typical of accommodations in every department of this convenient downtown hotel. And Brevort charges are notably moderate.

Near at hand are the principal stores, banks, theaters, office buildings and wholesale houses.



E. N. MATHEWS, President
R. E. KELLIHER, Manager



"NPJ" ROUND TABLE (CONTINUED)



tional Newspaper Bureau, and was a director of Country Newspapers, Inc. His chain includes:

Mendota *Sun-Bulletin*, Spring Valley *Gazette*, De Pue *Leader*, Prophetstown *Echo*, Marengo *Republican-News*, Burgess *Ledger*, Matherville *News*, Alpha *Advance*, New Windsor *Booster*, Rio *Reporter*, Henderson *Chronicle*, Victoria *Herald*, Wataga *Visitor*, Macquon *Tomahawk*, Gilson *Leader*, Yates City *Searchlight*, St. Augustine *Eagle*, Galesburg, Illinois *Democrat*, North Henderson *Review*, Cameron *Gazette*, and Prairie City *Times*.

Other directors of Affiliated Newspapers working with Mr. Marshall are: P. M. Mahoney, Spring Valley; A. H. Noelke, Galesburg; C. W. Potter, Mendota; Bruce Cole, Prophetstown, and Bruce W. Marshall, Marengo, a brother of the general manager.

Irl Marshall is still this side of 30.

—L. B.

Seven Rules

(After a Breakdown)

From "What INDECISION Has Cost Me"
in the American Magazine

I TRIED deliberately to stop thinking about myself. Became a good listener....My *Seven Rules*.....

I WILL NEVER decide anything after 6 o'clock. Never, *never* in bed.

I NEVER RECONSIDER....I have decided as well as I could.

I SHALL NEVER RETIRE. I take things *easy* now.

I WILL NEVER TAKE UP ANYTHING WITHOUT FINISHING IT.

I WILL TOLERATE NO REMORSE OR SELF-PITY.

I TRY by Daily Practice TO ENLARGE MY MEASURE OF FAITH.

WINTERING IN SUN-LAND—W. E. Bennett, publisher Fayetteville (N. Y.) *Bulletin* and the *Manlius Eagle*, got a winter vacation in Florida by turning over his editorial reins to R. F. Torrey, a senior in the Journalism college of Syracuse University. Mr. Bennett only furnished a column each week. a "letter to Readers Back Home."

ACCOUNTING : : MANAGEMENT

RULES FOR DEBIT, CREDIT—Debit persons for values (cash, materials, or services) received from the business, for they become responsible to the firm for that value which they have received.

Debit, Cash, Materials, Notes Receivable, Notes Payable, or Property, respectively, when received by the business, for each becomes responsible for the amount it cost the firm to obtain it.

Debit cost of services or expenses (rent and heat, light, power, salaries, etc.) for the amount necessary to obtain them, for they are responsible to the business for all amounts thus spent (or temporarily charged).

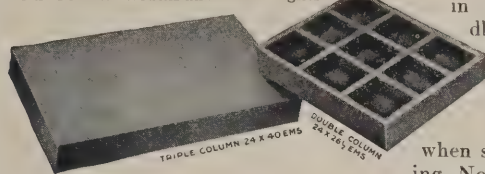
Credit persons for values (cash, materials, or services) received from them by the business, for they have granted value to the business or discharged a previous responsibility.

Credit Cash, Materials, Notes Receivable, Notes Payable, or Property, respectively, when given out of the business, that is,

"Challenge Creations" for Printers

Challenge Cast Iron Newspaper and Stereotype Bases

Four Column Widths and Two Heights



Great time-savers in the handling of unmounted electros, halftones and zines

when stereotyping.

No hooks or catches are necessary. Plates are simply laid on top when ready to stereotype. Accurately finished to height, .759 or .853. The .759 height will work with the standard patent block base. Made in standard one, two, three or four column widths, 3 to 36 em lengths, and in labor-saving sizes from 3 x 4 to 10 x 50 ems pica.



Mercantile Addressing Machine

Especially adapted to newspaper, periodical and envelope addressing. Prints the address directly on the paper, wrapper or envelope. Uses any size of type, monotype or linotype slugs. Galleys hold from 50 to 100 or more addresses, according to size of type used. Operator has both hands free for feeding. Postmasters approve the Mercantile.

SEND FOR CIRCULAR AND PRICE

Speed is limited only by skill of operator

A boy or girl can run it

No chance for errors

Foot power

Challenge Proof Press (The "Old Favorite")

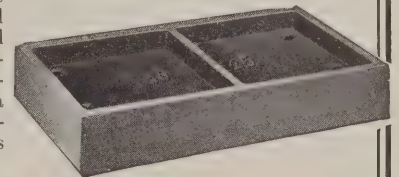


Made in two styles (with or without Iron Stand) and three sizes. Built to give the best possible lasting service. The roller is extra heavy and makes only one revolution from end to end of bed. Roller covered with best quality felt blanket.

Challenge Labor-Saving Iron Furniture

The Strongest Iron Furniture Made

Made from the highest grade of fine-grained castings and finished to point system accuracy. Note the cross-braces, giving extra strength and finger-hold. Each piece has holes for drainage.



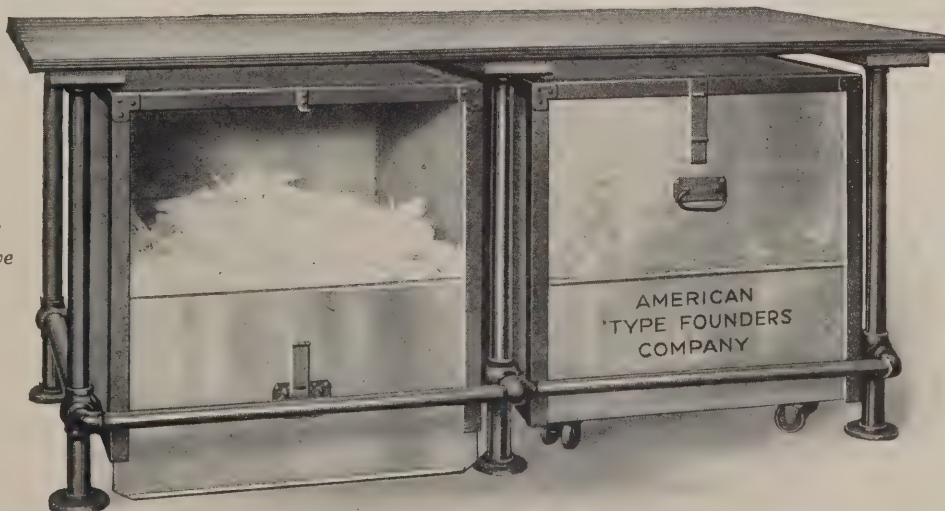
Send for Literature on Other "Challenge Creations."

Sold by All Dealers in Printers' Supplies

The Challenge Machinery Company Main Office and Factory, Grand Haven, Michigan
Chicago, 124 S. Wells St. N. Y., 220 W. 19th St.

CUT-COST PAPER CUTTER TABLE

Write
Nearest
Selling
House for
Descriptive
Circular



Made by
the
Hamilton
Mfg.
Company



Designed by the ENGINEERING DEPARTMENT of the

AMERICAN TYPE FOUNDERS COMPANY

COVERING THE CONTINENT

Johnsonized

Write us for complete description, prices, terms, etc., on the following machinery if you are interested.

Two revolution Scott Cylinder Press, 43 x 56 bed, four pages, seven column, both sheet and fly delivery, four roller, a modern job, book and newspaper press.

Cottrell Two Revolution, late style, bed 43 x 56, four page seven column, combination sheet and fly delivery, four roller.

Cottrell Two Revolution, bed 26 x 39, four roller, front fly delivery.

Cottrell Two Revolution, bed 33 x 46, four page 6 column, four roller, front fly delivery, job and book press.

Century Two Revolution, Miehle Style Bed Motion, bed 43 x 56, four roller, front fly delivery, a high grade combination job and book press.

Fony Century Two Revolution, bed 26 x 35, two roller, front fly delivery, Miehle style bed motion, a high speed, high grade job machine.

Campbell Two Revolution, 23 x 28, front fly delivery, good compact job machine, plain work.

Whitlock Two Revolution, bed 34 x 47, four page seven column, front fly delivery, four roller.

Huber Hodgman Two Revolution, bed 45 x 56, four roller, combination sheet and fly delivery, late style modern machine.

Miehle Two Revolution, No. 2 size, bed 35 x 50, four roller, combination delivery.

Pony Miehle, bed 26 x 34, Combination delivery.

These are all high grade machines in first class guaranteed condition and at a considerable saving in money. Get the complete list of Johnsonized machinery showing a very complete stock of Job Presses, Paper Cutters, Perforators, Newspaper Presses, Newspaper and Job Folders, Wire Stitchers, Electric Motors, Saw Trimmers, Automatic Feeders etc.

C. I. Johnson Mfg. Co.
Saint Paul, Minnesota



"NPJ" ROUND TABLE

(CONTINUED)



when it grants value, or when it discharges the responsibility incurred by it when the property came into the possession of the business.

Credit services or expenses for any returns they may make to the business, or when they discharge a responsibility for which they were previously charged.

In brief, then, the general rule may be stated as follows:

Debit, or charge, value received or responsibility assumed; *credit* value granted or responsibility discharged.—*U. T. A. Bulletin*.



WHY ALWAYS THE FIRST?—H. Goldstein, Publishers'

Protective Association, in the *Canadian Printer & Publisher*: "Provided it is explained to customers, there is nothing to hinder establishing a different date than the first for rendering bills. Recently a house changed to the 25th, explaining that it was more convenient for the office force; a decided improvement in collections at once resulted."

ASSOCIATION PROGRESS

EDGECOMBE CHIEF OF N. E. A.

WHILE this issue of "NPJ" was partly printed, the telegraph ticked off the announcement that Frank O. Edgecombe, editor of the Geneva (Neb.) *Signal*, and among the most successful newspaper and association workers in this Country—despite loss of his eyesight—was elected president of the National Editorial Association. The convention at Richmond, Va., adjourned following its most successful annual, and the "Trip Thro' Old Virginny" was started on schedule time.

SHOW THE COLORS—Clark Wilson, Milford (Neb.) *Review*, proposes in the *Nebraska (Association) Press*, that publishers occasionally run advertisements telling subscribers of the history, accomplishments, possibilities and purposes of the press associations of which they are members. Field Manager Ole Buck comments: "It would not only advertise the association, but the papers as well, for they are the association." (This idea should have attention throughout the country. Let the newspaper readers (and "critics") know the why and wherefore of the associations. Show what they are already doing for the public interests!—ED.)

Elections : : Appointments

ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES—

President, Frank T. Carroll, Indianapolis News; vice-president, W. E. Donahue, Chicago Tribune; directors, A. L. Shuman, Fort Worth Star-Telegram; Harvey R. Young, Columbus Dispatch; J. W. Simpson, Philadelphia Bulletin; C. P. Falne, Peoria Journal-Transcript; W. J. Hofmann, Portland Oregonian; R. A. Turnquist, Milwaukee Journal; A. L. Poorman, Providence Journal; W. E. Donahue and Frank T. Carroll; secretary-treasurer, Don Bridge, Indianapolis News.

ASSOCIATED ADVERTISING CLUBS OF THE WORLD—President,

C. King Woodbridge, New York, N. Y.; secretary-treasurer, Jesse H. Neal (re-elected).

CANADIAN DAILY NEWSPAPER ASSOCIATION—President, George

Scroggie, Toronto Mail & Empire; vice-president, Frank Carrel, Quebec Telegraph; treasurer, N. T. Bowman, Toronto Evening Telegram. Directors: W. H. Dennis, Halifax Herald; T. F. Drumie, St. John Telegraph-Times-Journal; L. J. Tarte, Montreal La Patrie; Henri Gagnon, Quebec Le Soleil; J. R. Henderson, Montreal Gazette; V. E. Morrill, Sherbrook Record; L. H. Dingman, St. Thomas Times-Journal; F. I. Ker, Hamilton Spectator; R. M. Glover, Peterboro Examiner; J. W. Curran, Sault Ste. Marie Sault Star; Hugh Graybiel, Windsor Border Cities Star; E. H. Macklin, Winnipeg Free Press; Burford Hooke, Regina Post; J. H. Woods, Calgary Herald; F. H. Burd, Vancouver Province; J. M. Imrie, Edmonton Journal; W. A. Buchanan, Lethbridge Herald; M. E. Nichols, Winnipeg Tribune; W. S. Marson, Montreal Star and J. S. McLennan, Sydney Post.

MINNESOTA VALLEY EDITORIAL ASSOCIATION (new)—President, Colonel Olive Quane, St. Peter Herald; vice-president, James Olson, Gibbons Gazette; secretary, Arthur Schuet, New Prague Times; treasurer, C. C. Eaton, Winthrop News.

Colored and Black

INKS

for Every Purpose

FAMOUS GRITLESS NEWS

for Every Style of Press

Service From Fourteen Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI, OHIO
CHICAGO, ILLINOIS
BOSTON, MASSACHUSETTS
KANSAS CITY, MO.
DALLAS, TEXAS

MINNEAPOLIS, MINNESOTA
ST. LOUIS, MO.
PHILADELPHIA, PENN.
ROCHESTER, N. Y.
DETROIT, MICHIGAN

KALAMAZOO, MICHIGAN
INDIANAPOLIS, INDIANA
BIRMINGHAM, ALABAMA
NASHVILLE, TENNESSEE

At Attractive Prices!

We offer the following, subject to previous sale:

No. 689—Two No. 2 Miehle presses, 35 x 50, with Sprague motors.

No. 690—Two 2/0 Miehle presses, 43 x 56, with Cross feeders, extension deliveries and Sprague motors.

No. 688—One 5/0 Miehle press, 46 x 65, with Rouse lift, Sprague motor.

No. 687—One 5/0 Miehle press, with Upham two-color attachment, Rouse lift and Sprague motor.

•◆◆•

A large western concern has installed rotary presses, which make these Miehle machines superfluous for their use.

•◆◆•

All in good running condition where they can be seen if desired. Wire or write for details and prices.

•◆◆•

BAKER SALES COMPANY

200 Fifth Avenue - - - New York City

Send for Our List of Surplus Equipment No. 49.

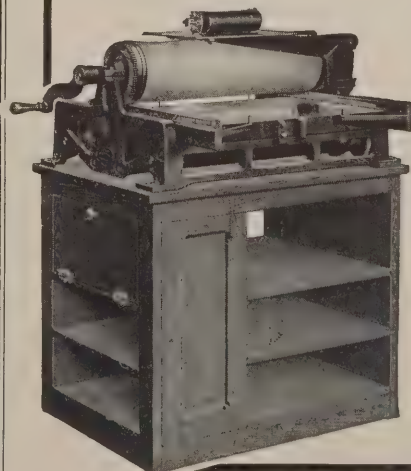
IT HAS been accepted practice for two generations, and still is, to build cylinder presses with reciprocating beds passing under rotating cylinders. That kind of impression affords assurance of more accurate proofs. That kind of construction gives stability, rigidity and better alignment.

No. 2 Poco Proof Press is built according to the accepted practice of the authorities.

HACKER MANUFACTURING CO.

320 South Honore Street,

Chicago, Ill.



Illustrates No. 2 Poco Proof Press and stand. The latter has ample space for proof paper and a metal-lined compartment with self-closing door for gasoline, rags and ink. Pocos are made in three sizes. They are recommended and sold by your dealer.



French Lick Springs Hotel

*The All Year
Convention
Site*

WITH the completion of its 1500-seat convention auditorium, occupying the ground floor of the new wing of the French Lick Springs Hotel building, this delightful resort, in the Cumberland foothills of Southern Indiana, steps into first place among America's convention sites.

You Get More Accomplished

At French Lick Springs all the participants in your convention activities are housed under one roof—in the magnificent modern hotel building. This means full attendance and prompt disposal of all matters under consideration. It means elimination of taxicab and other expenses. It means more time for amusement and recreation.

Two 18-Hole Golf Courses

Here are two of America's best-liked golf courses: one, an easy, older course practically at the hotel doorstep; and the other, the celebrated new Upper Course where Walter Hagen won the 1924 professional championship. Convention delegates may play either course; and, if desired, special championship tournaments will be arranged.

Tennis, Swimming, Horseback

Two well-kept tennis courts. A swimming pool in the bath department where one can go for a refreshing plunge or for any of the many therapeutic bath treatments. A special bath department and swimming pool for ladies. A large stable of thoroughbred saddle horses. These are some of the diversions that French Lick Springs provides.

Miles of Alluring Countryside

To the person who is disposed to hike or ride horseback for recreation, the miles of winding trails through forest and meadowland make French Lick Springs unforgettable. And while many who come to French Lick Springs do not partake of the curative Spring waters that gush forth from the ground on the hotel property, there are hundreds who find new health and invigoration in the famous Pluto, Bowles and Proserpine Waters.

Tell Us Your Requirements

Write today, stating the time when your convention will be held and the accommodations you will require. We believe we can convince you that the many advantages afforded by French Lick Springs Hotel will make it the most desirable place you could possibly select. And remember this: French Lick Springs Hotel is ideal in every way for the small meeting as well as the large convention. Rooms and meals are included in the rate you pay. Costs are definitely known in advance. Do yourself and your organization the justice of asking for all of the facts about French Lick Springs now.

ADDRESS CONVENTION SECRETARY

FRENCH LICK SPRINGS HOTEL CO.
French Lick, Indiana

"The Home of Pluto Water"

"NPJ" ROUND TABLE (CONTINUED)

ASSOCIATION OF NEWSPAPER CLASSIFIED ADVERTISING MANAGERS—President, Charles W. Nax, St. Louis Globe-Democrat; first vice-president, Charles C. Hardin, Columbus Dispatch; second vice-president, J. H. Butler, Houston Chronicle; treasurer, C. C. Armstrong, Cleveland Press; secretary, H. A. Dryden, Peoria Journal Transcript.

KANSAS STATE EDITORIAL ASSOCIATION—President, Thomas E. Thompson, Howard Courant; vice-president, Jack Harrison, Beloit Gazette; secretary-treasurer, W. F. Blackburn, Herrington Sun.

ARKANSAS PRESS ASSOCIATION—President, H. M. Jackson, Marianna Courier-Index; first vice-president, C. C. Hudson, Dierks Banner; second vice-president, Erwin Funk, Rogers Democrat; third vice-president, V. W. St. John, Mena Star; corresponding secretary, Clio Harper, Little Rock Pulaskian; financial secretary, B. H. Thomas, Gurdon Times; recording secretary, T. D. Harris, Marked Tree Tribune; orator, Dr. A. C. Millar, Little Rock Methodist; chaplain, W. B. Folsom, Brinkley Argus; poet, Mrs. Ruby Livingston, Russellville Courier-Democrat; honorary historian, F. W. Allsopp, Little Rock Arkansas Gazette; active historian, W. M. Shelby, Batesville Guard.

SOUTHWEST KANSAS REPUBLICAN EDITORIAL ASSOCIATION—President, Bert Barnard, Ness City Sunday News; vice-president, P. McKenchine, Kinsley Mercury; secretary, Earl Fickett, Peabody Gazette; treasurer, W. Y. Morgan, Hutchinson News-Herald.

PANHANDLE PRESS ASSOCIATION—President, J. G. Greaves, Portales, N. Mex.; vice-president, Homer Steen, Floydada, Tex.; secretary-treasurer (re-elected), C. W. Warwick, Canyon, Texas.

NORTHEAST OKLAHOMA PRESS ASSOCIATION—President, Floyd E. Miller, Skiatook News; vice-president, Gould Moore, Vian Press; secretary-treasurer, L. W. Evans, Chelsea Reporter.

WESTERN NEW YORK NEWSPAPER PUBLISHERS ASSOCIATION—President, Reed Clark, Perry Record; vice-president, F. C. Bickers, Fredonia Censor; secretary-treasurer, E. M. Blossom, Brockport Republic.

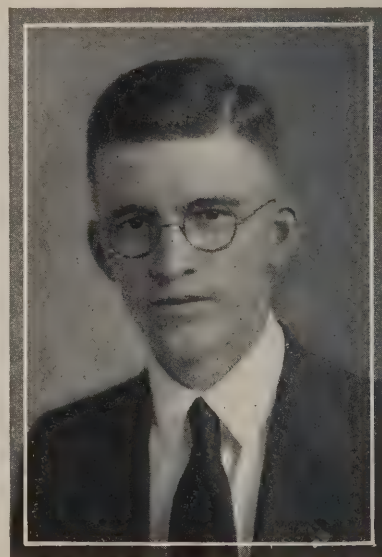
CENTRAL NEW YORK PRESS ASSOCIATION—President, Hugh Parker, Oneida Post; secretary, Gerrit Hyde, Waterville Times; treasurer, B. H. Stone, Camden Advance-Journal (all re-elected).

SOUTHEASTERN MICHIGAN PRESS ASSOCIATION (new)—President, S. R. Wilson, Saline Observer; secretary-treasurer, Fred H. Blosser, Manchester Enterprise.

Newspaper Printing Contests

BEST EDITORIAL—The \$500 Pulitzer award for the best newspaper editorial in 1924, as the clearness of style, moral purpose, sound reasoning and influence, went to the Charleston (S. C.) *News and Courier*, for an editorial "The Plight of the South", published Nov. 5, 1924.

NINE PLANKS—In a Minnesota state contest for the best editorial policy plan for a weekly newspaper, Publisher Roe (formerly of Wisconsin) took first place. The ninth plank sums up his stand in saying: "Throw overboard the patched pants philosophy still too prevalent among country publishers. Recognize clearly the value of your paper to your community, the real service it renders, and the dignity of your profession." Other points were: Print crime news only for the purpose and in the manner of public welfare, as a deterrent and warning; write without bias; plan to have all classes of citizens represented; keep editorial slants out of the news columns; remember that the editorial responsibility is purely local; accept no misleading advertising; base rates on costs of production and circulation (cash in advance). "Think your paper a quality publication and it will become one."



LUDWIG I. ROE
Montevideo (Minn.) News

CAN JOURNALISM BE A PROFESSION?—Willard G. Bleyer, dean of Journalism school, University of Wisconsin: "Is Journalism today a trade, or a profession, or is it a 'game'? Today the lawyer must spend at least two years at college and three more in a law school; the doctor, two to four years in

Don't "Try" Another Feeder
When You Know

The Margach

Will Make Good



MARGACH METAL FEEDER

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price \$75.00 Each

Additional molds \$2.00 each
Watercooled Molds: set of 4, \$100.00;
set of 6, \$150.00.

Advantages

Low priced as compared to value; greater production; perfect slugs; economy in consumption of gas; uniform temperature of metal; great saving of time in repigging and feeding, 10-year guarantee; never out of order; no overheating or leaking; simply constructed; no trouble to operate.

*A Trial Will Convince
You*

MARGACH MANUFACTURING COMPANY
213 Centre St., New York City

MORE PROFITS

Make this year show the biggest gain and the biggest business in all departments of your newspaper. P. C. C. Service can help you—it will give you MORE circulation—MORE influence—GREATER advertising rate —

AND MORE PROFIT

\$141,769 IN CASH
22,134 NEW
SUBSCRIBERS

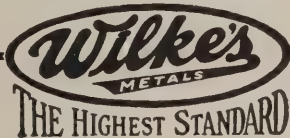
Represents the business secured by this organization in recent campaigns—seven daily papers and seven weekly papers—a total of 14 newspapers in all—may we serve YOU?

"Twenty Years Doing One Thing Well"

PACIFIC COAST CIRCULATION SERVICE

Self Financing Circulation Campaigns
Bell Block Cincinnati, Ohio

"A Wire Will Save Time"



"WILKE'S" Type Metal Insurance Plan

Gives you complete coverage against the deterioration of your supply of Linotype, Monotype and Stereotype Metal. It is your protection against bad slugs, frosted type and poor plates. We will be glad to give full details of this plan on request.

Write us.



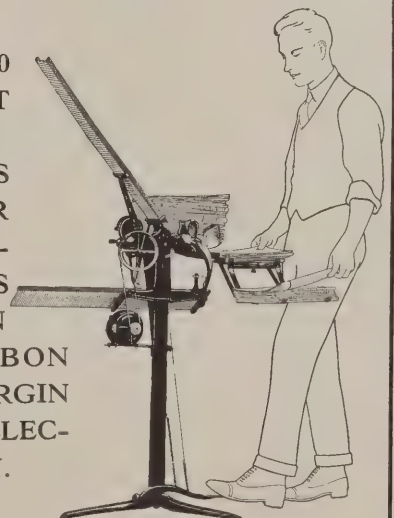
METALS REFINING COMPANY

HAMMOND, INDIANA

Warehouses in All Principal Cities

TYPADDRESSER MADE GOOD OVER NIGHT

PRINTS 4000
CLEAR CUT
VISIBLE
ADDRESSES
PER HOUR
FROM LINO-
TYPE SLUGS
THROUGH AN
INKED RIBBON
ON THE MARGIN
OF PAPER. ELEC-
TRIC DRIVEN.



Sold on 30 Days Trial

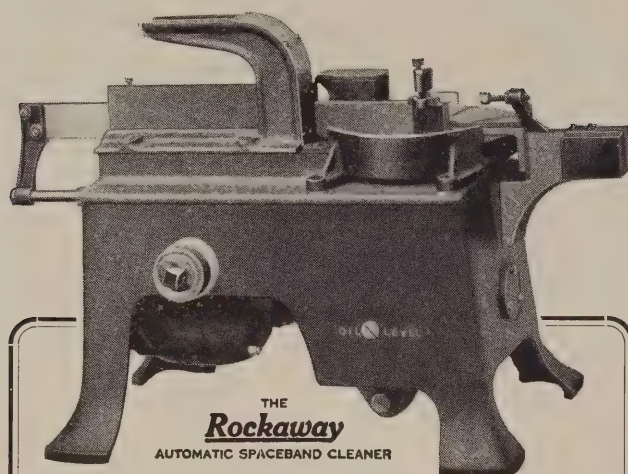
-----Mail coupon today-----

THE TYPADDRESSER CO.
City National Bank Bldg.,
Omaha, Neb.,

Please send me complete details and prices on the Typaddresser.

Name.....

City..... State.....



THE
Rockaway
AUTOMATIC SPACEBAND CLEANER

Newspaper Plants are rapidly installing The Rockaway Automatic Spaceband Cleaner

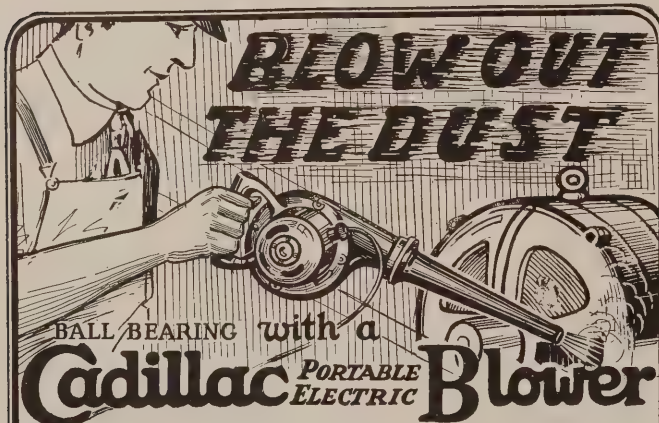
This machine cleans 30 spacebands per minute and applies graphite in just the right quantity.

Machine sent on 10 days' trial.

The Rockaway Co.

3508 Grand Avenue

Milwaukee, Wisconsin



BALL BEARING with a
Cadillac PORTABLE ELECTRIC Blower

It is a universally accepted fact that dust is responsible for a large portion of typesetting machinery troubles—particularly when use is made of gravity to operate the delicate mechanism.

All of these troubles and many more may be avoided by the use of the CADILLAC Blower. Has hundreds of uses in composing and press rooms.

Equipped with NORMA Precision Ball Bearings. Requires no oiling.

Get acquainted with this modern time-saver. Write for descriptive folder and testimonials from leading users.

CLEMENTS MFG. CO.

616 FULTON STREET

CHICAGO

Canadian Factory: 81 Duchess St., Toronto

"NPJ" ROUND TABLE (CONTINUED)

college and four more in a medical school; engineer, four years in a college of engineering. Journalism has no less a vital relation to the welfare of society."

Dates for Publisher-Printers

July

SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION, 6-8, Asheville, N. C.

AMERICAN PHOTO ENGRAVERS ASSOCIATION, 16-18, Hotel Commodore, New York City.

OREGON STATE EDITORIAL ASSOCIATION, 16-17 Grants Pass.

NORTH CAROLINA PRESS ASSOCIATION, 8-10 Asheville.

UNITED TYPOTHETAE OF AMERICA, 17-18, Duluth, Minn.

CONFERENCE FOR PRINTING INSTRUCTORS, U. T. A., School of Printing, 6-18, Indianapolis, Ind.

SOUTHERN ILLINOIS EDITORIAL ASSOCIATION, summer outing, starting from St. Louis by river boat, 17-20.

MID-WEST TRADE COMPOSITORS (of the International Association) Milwaukee, 10-11.

August

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN, 10-12, Omaha, Neb.

MINNESOTA NORTHWEST DAILY PRESS ASSOCIATION, Little Falls. (exact date not given.)

WISCONSIN PRESS ASSOCIATION, 13-16, summer tour.

ALBERTA PRESS ASSOCIATION, 27-28, Edmonton.

WASHINGTON PRESS ASSOCIATION—Semi-annual summer meeting, Spokane, 21-22.

September

VIRGINIA PRESS ASSOCIATION, 10-12, Clifton Forge.

October

NATIONAL ASSOCIATION OF STATE PRESS MANAGERS, St. Louis, Mo.

UNITED TYPOTHETAE OF AMERICA, 19-24, Edgewater Beach Hotel, Chicago.

DIRECT MAIL ADVERTISING ASSOCIATION, 28-30, Boston.

OHIO CIRCULATION MANAGERS' ASSOCIATION, 28, Columbus, O.

TEXAS EDITORIAL ASSOCIATION, 3-5, Brownsville.

Educational : Activities

AND THEN, THE MEMBERS—This department has been able to print a number of "actual experience" items indicating great progress in association-promotion to a degree as strong and effective (and sometimes novel) as has been done for some time in associations of lawyers, bankers, manufacturers, etc. Here comes the Inland Dailies, via Tufford, and issues a sheet to members as well as to prospective members (not to mention space buyers) which offers something of timely interest to all association workers. It is headlined in newspaper style, and shows such facts as that the total of the Inland papers' circulation is 3,544,854 a day, the smallest having 1080, and the largest 608,130 daily and over a million Sundays. The circular points out the coverage of the Mississippi valley by these papers, and analyzes the coverage by papers of various size. It seems to us that this ought to start the members thinking along big, progressive lines.

BIG LEAGUE PROGRAM IDEA WORKS—Last month's "NPJ" told how the Inland Dailies, the Indiana and Kentucky Associations, and the Southern had become interested in furnishing a big league program for the Inland summer meeting at West Baden, Ind., May 21-27, with golf and entertainment. Prominent members were each given a half or full day, in which to work out some pertinent subject, get the speakers and run the "works". Frank T. Carroll, Indianapolis (Ind.) *News*, who had "Advertising Matters", had on his staff Eugene C. Pulliam, Lebanon (Ind.) *Reporter*, Henry G. Barringer, Indianapolis *News*, and F. Guy Davis, A. N. P. A., Chicago. H. L. Williamson, secretary of the Illinois, had the subject "State Associations", and with him were S. P. Preston, Gillespie (Ill.) *News*; Ole Buck, Nebraska field manager, and H. U. Bailey, Princeton (Ill.) *Republican*. S. E. Thomason, Chicago *Tribune*, "Business Management," had H. C. Stille, H. W. Donaldson, W. E. McFarlane and Genevieve Forbes Herrick, all of the Tribune, and Howell Rogers of the Chicago *News* finished the day. And so on.

LIQUIDATED—Through the assistance of the Milwaukee Typothetae, the following manufacturers and distributors of printing machinery, services, etc., have contributed \$15,550, covering in full the indebtedness of the Milwaukee Graphic Arts Exposition, August 1924 (the Milwaukeeans have sent \$3,250.63 to the International Association to cover the latter's share in the exposition) according to final accounting rendered

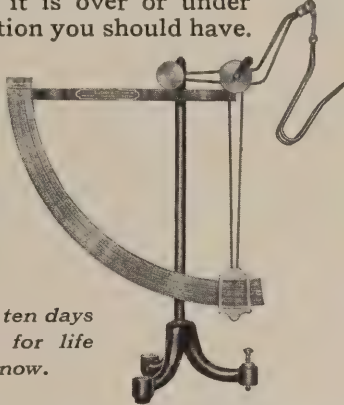
Is Your Print Paper Up to Specifications?

Print paper which is over weight means added expense. Print paper under weight spells trouble in your press room.

The Cady Scale

is a patented instrument which provides a simple and accurate method for testing a small sheet of paper from each roll to determine whether it is over or under weight—information you should have.

With the CADY SCALE you can have a daily report on every roll stripped in your press room.



All goods sent on ten days approval. Write for life size circular now.

E. J. Cady & Company

549 West Washington Blvd. Chicago, Illinois

S-H "Big Four" Saw-Trimmers

Best Machines on the Market

A line that will meet every demand from the smallest to the largest office.

All equipped with motor ready for use.

Model No. 4 \$ 85.00
Model No. 3 150.00
Standard Model 190.00
Model No. 2 350.00



Model 2
S-H
Saw-Trimmer

SPECIAL OFFER

We have four Standard Models of an earlier make on hand. These machines are in first-class condition and sell for \$95.00, or half of the present price.

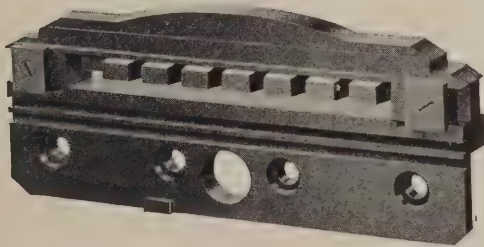
Write for Literature, Terms and Special Discounts

The Schuyler-Hildman Saw-Trimmer and Linotype Supply Co.

160 N. Wells Street

Chicago, Ill.

Hundreds of Daily Papers now using Stevenson Furniture Molds



This mold fits any Linotype or Intertype and will cast limitless base and spacing material without added cost.

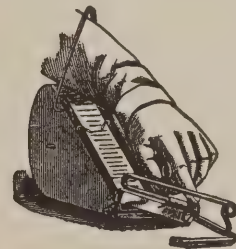
It will "speed up" your "make up" and save money.

Write today for our special proposition

Ashton G. Stevenson, Inc.

859 North Franklin St.

Chicago



THE ROBERT DICK MAILER

Reduces mailing expense

Efficient

Light

Inexpensive

Addresses (expert) 8,556 an hour

Beats them all

Leads, others follow

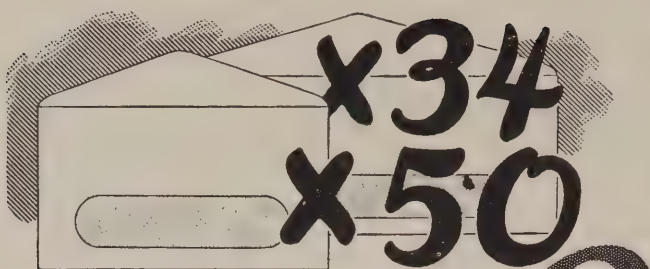
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer

137 W. TUPPER ST.

BUFFALO, N. Y.



How Many Styles of "Window" Envelopes Does That Make?

When we say Western States is the broadest envelope service, we mean *broadest*. Take the one item of "window" or transparent panel envelopes—thirty-four distinct items constantly in stock, with fifty (yes, more) different variations of opening to suit every requirement.

That's service—broad service—and it's only *one* feature of Western States idea of being ready in advance to meet your every envelope need. This readiness involves over 20,000,000 envelopes—more than 600 styles—always in stock for *same day* shipment.

Get free Price List No. 27 for the whole story.

The Western States Envelope Co. South Water from Clinton to Ferry Sts. Milwaukee Wisconsin



Don't "Pig" Metal

MONOMELT

SLUG FEEDER

Has eliminated the metal furnace successfully in large and small plants. Satisfaction guaranteed. Write for free trial offer.

PRINTERS MANUFACTURING COMPANY
1109-17 Transportation Bldg., Chicago, U. S. A.

"NPJ" ROUND TABLE

(CONTINUED)

by Henry M. Ellis, managing director of the M. T.: American Type Founders Co., Ludlow Typograph Co., Miehle Printing Press and Mfg. Co., Chandler & Price Co., Challenge Machine Co., Cleveland Folding Machine Co., Milwaukee Saw Trimmer Co., Lanston Monotype Co., H. B. Rouse & Co., George H. Morrill Co., Dexter Folder Co., Intertype Corporation, Barnhart Bros. & Spindler, Babcock Printing Press Mfg. Co., Seybold Machine Co., Premier & Potter Printing Press Co., Mergenthaler Linotype Co.

Peas, Pups and Potatoes

would be a good title to get attention value and even get results for the advertiser—and that is about all any advertiser should expect of his medium. Peas, Pups and Potatoes, were used in an ad, and because it got attention—created curiosity—induced investigation—increased sales—all the owner had of each were sold. That is exactly what

Washington newspapers will do

for the advertiser—it matters not whether it is peas, pups potatoes or what not—if your product has merit, advertise it in Washington newspapers—they are result getters.

WASHINGTON PRESS ASSOCIATION

makes it part of its business to make advertising bring returns—not just ordinary returns—that is not enough—

One dollar and one cent for every dollar

invested in advertising in Washington newspapers, is what Washington publishers consider more than just ordinary.

Washington Press Association

is in business to make money—for the advertiser and the publisher—this can be done with your approval—what say?

FROM "WASHINGTON ADVERTISING"

Monthly Inspirational Flyer of the Far-West State Association Always Has Some Live-Wire Ideas For Advertisers as Well as Publishers

BOOKS : : PUBLICATIONS

ENGLISH FOR PRINTERS, *Units II and III; Department of Education, United Typothetae of America, Chicago.*—These additions to the series of Standard Apprenticeship Lessons for Printers, consist of an orderly succession of exercises and practices in the fundamentals of English Grammar, and Punctuation and Printers' Marks. It is readily seen that the books are primarily for the printers' needs, yet they are useful in any line of endeavor and *very* much needed! The lessons were, as were all others in the remarkable series, preceded by intensive research, and in this instance carefully tried out and worked over by a number of teachers of English. Unquestionably any printer as well as apprentice can master many of the ordinary or extraordinary problems in rendering copy in correct form, by the aid of these two very practical and useful little volumes.—J. L. M.

APPLIED PRINTSHOP MATHEMATICS, By C. W. HAGUE, *Stout Institute Printing Dept., Menomonie, Wis.; Bruce Publishing Co., Milwaukee.*—This little work is a complete and pointed series of lessons in applying the science of mathematics to printers' problems. The first chapter deals with printers' measurements; the next, type and copy calculation. Other chapters cover cost estimating, advertising rates, paper, etc. Many charts and diagrams make the lessons much more readily understood and applicable to everyday work.

A Numbering Machine Is not a Numbering Machine Unless It Is a Good One.

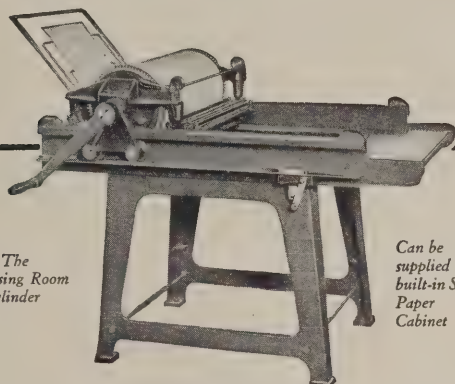


The Wetter

Will Never Disappoint You!

Sold by All Type Founders and Dealers

Wetter Numbering Machine Co., Atlantic Ave. & Logan St., Brooklyn, N. Y. U.S.A.



*The
Composing Room
Cylinder*

*Can be
supplied with
built-in Steel
Paper
Cabinet*

Know by Proofs

That plates, cuts and type are right before the pressman gets the form and save the most valuable time in your plant, and at the same time improve the quality of work.

Vandercook Rigid Bed Composing Room Presses

have proved beyond the possibility of argument the superiority of the rigid bed principle for composing room presses.

Write for Full Information

Vandercook & Sons Originators of the
Modern Proof Press
1716-22 W. Austin Ave., Chicago, Ill.

SPARTAN TYPE METALS



THE PRINTING WORLD
RECOGNIZES THE
SUPERIORITY OF
SPARTAN
AND WE RECOGNIZE
OUR RESPONSIBILITY

For
Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositype

All Special Feed Bars

MERCHANT & EVANS CO.
PHILADELPHIA

Since 1866

*For advertising material to
help you sell printing on*

HAMMERMILL
BOND

Write to HAMMERMILL PAPER CO.
ERIE, PENNSYLVANIA

To the devil—himself

Sure — a printer's devil has no bed of roses. But, occasionally there bobs up something which makes work go along like a breeze.

Take Phenoid. A few years ago a devil's toughest job was washing up fountains, plates and type. Now, just a few quick swipes and Phenoid leaves everything clean and bright. No grease. No trouble when changing color. Phenoid saves 2 to 4 wash-ups.

See offer below to try at our risk
CHALMERS CHEMICAL COMPANY
Specialists in solvents and detergents for over 20 years
123 Chestnut Street, Newark, N.J.

PHENOID
TRADE MARK
INSTANTANEOUS
TYPE CLEANER

TRY—AT OUR RISK. Send for quart of Phenoid. If you like it, pay us. If not—send back bill. Pin this offer to your letterhead.
Mail today.

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Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy.
Plain chases converted for Autoplate casting or made larger or smaller.

All kinds of chase alterations and repairs.

Prices for any size single page chase:

With plain bolster\$42.50

For Autoplate casting 50.00

American Steel Chase Co.
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\$500,000.00

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Turn those customers' accounts **into cash**. Your customers will continue to settle with you, without notification by us.

You will then be in a position to handle a larger volume of business; increase your profits; discount your purchases; improve your credit standing; and when the year is over, you may be agreeably surprised at the progress that you have made and look forward, with confidence, to even greater improvement.

LET US HELP YOU

solve your financial problems; tell us the whole story, in confidence; we will, without any obligation on your part, tell you whether we believe that we can be of assistance to you and why.

If Convenient—Why Not NOW?

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Modern Addressing Methods

Will Increase Your Profits

Full name and address printed upon margin of publications with our Automatic Mailing Machine at guaranteed net production of 12,000 names per hour. Envelopes, cards, broadsides, etc., at same speed.

Write for list of users and full information, giving full particulars of your addressing requirements.

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*Readers, results
and revenue—we
build these three
"r's" for a news-
paper's classified
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THE BASIL L. SMITH SYSTEM, INC.

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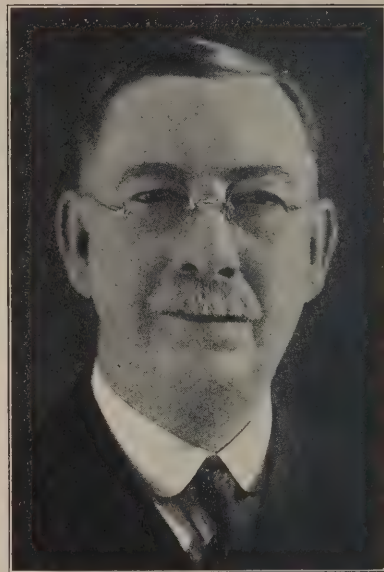
Packard Building

Philadelphia

"NPJ" ROUND TABLE

(CONTINUED)

BACK TO THE BACK SHOP—
Henry B. Sykes, "editor, publisher and printer", as he styles his work, on May 1 finished 50 years of active and continuous work with the Clinton (N. Y.) *Courier*, and the *Courier Press*, the job department. He was born in Clinton and began his newspaper-printing career in his fifteenth year. He thought of retiring some years ago and his children took ownership, but the fascination of type has not left him and for three years past he has made up the *Courier* each week and, relieved of other responsibilities, has done a daily stint of mechanical department work besides. The editor and publisher turned printer again, after starting as a printer and advancing to editor and publisher. His first love predominates.



HENRY B. SYKES

NEW NEWSPAPERS, OFFICES, PLANTS

McGehee (Ark.) Semi-Weekly Times.
Carlsbad (Calif.) Champion.
Colton (Cal.) Mercury.
Maricopa (Calif.) Oil Review—U. S. Bock.
Pasadena (Calif.) Broadcaster—J. W. Gammage.
Fort Collins (Colo.) Herald.
Kremmling (Colo.) Register.
Milledgeville (Ga.) Times.
Durant (Ia.) News.
Perry (Ia.) Press.
West Monroe (La.) Citizen—Floyd W. Barnes.
Rochester (Minn.) Guardsman.
Pinconning (Miss.) Press.
Grandview (Mo.) Times.
Page (N. D.) Headlight.
Mulica Hill (N. J.) Press—J. L. Stoutenburgh.
Grenora (N. D.) Newsman—Otto Paulson.
Page (N. D.) Headlight.
Newport (Ore.) Journal—Weekly.
Warrenton (Ore.) Argus—Joseph H. Walker.
Pittston (Pa.) Pittstonian.
Parsons (Tenn.) News-Leader.
Holliday (Tex.) News.
Barron (Wis.) Booster.
Mellen (Wis.) Record—Ira A. Kenyon.
Rio (Wis.) Journal.

LETTERS FROM READERS

FRED J. TOOZE, JR., Oregon City (Ore.) Banner-Courier—

"Am enclosing herewith my order for the 'NPJ' for the ensuing year. (Sent you a renewal card some time ago, but evidently you never received it.) I want to say that you are putting out a very good publication. It is especially valuable to the newspaper which has in addition to its publication a job shop. Most trade magazines are deficient in either treatment of the publishing or the job end, but you have attained a happy medium. Congratulating you on the excellence of your publication and with best wishes," etc.

CRITICISM—"NPJ" has a letter from a valued reader in

Southern Illinois, taking us to task for the make-up of the first news page in our May issue. This is appreciated. The make-up of "NPJ" is varied as much as possible, in conformity with (our) typographical taste, since we began receiving letters from readers about three years ago complimenting us on this or that point of make-up, and "asking for more." The foregoing letter is the first severe adverse criticism we have received, and we trust it is not the last. Hundreds of newspaper men and printers ask us to give their products the "once over". We welcome a like examination of "NPJ" from anyone willing enough to take the time, at any time, concerning any issue.

Why ARE BAUM FOLDERS THE FASTEST SELLING FOLDERS IN AMERICA?

Probably because they are

Simple ✧ Easy to operate ✧ Spoilage-proof ✧ Versatile ✧ Speedy
Accurate ✧ Sturdy ✧ Guaranteed five years ✧ Compact

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6 Models, \$270 up. All Motor-driven **RUSSELL ERNEST BAUM** 615-645 Chestnut St., Phila.

BRANCHES: New York, Chicago, Baltimore, Washington, Detroit, Cleveland, St. Louis, Minneapolis :: AGENCIES EVERYWHERE

QUALITY ✧ ✧ ✧ SERVICE ✧ ✧ VALUE

Embodied in All
Standard Line, Point Set

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Manufactured by

Damon Type Founders Co.

INCORPORATED

44 Beekman Street, New York

We Carry in Stock Ready for Immediate Delivery
Chandler & Price Presses, Hamilton Wood and Steel
Equipment, and Everything the Printer Requires.

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- sectional bookcase idea
- modern-steel
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- half the space
- costs less
- nothing like it

Here it is, 5 sections in a stack. Holds 90 square feet of printing plate surface on 14 x 18 inches floor space.

Save the Surface — Save the Cut

Our Facts Folder tells more

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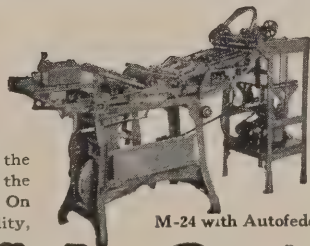
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Send for free booklet



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M-24

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PAPER COMPANY

Neenah, Wisconsin

Makers of
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✓ the Names

WISDOM BOND
GLACIER BOND
STONE-WALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

"Note the Tear and Wear as well as the Test"

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



Absolutely Non-Inflammable!

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbings, Tipping or Mounting

SAVES 50 PER CENT IN LABOR

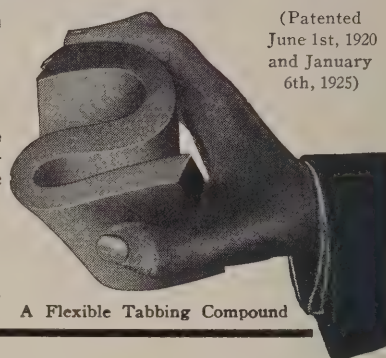
NUREX — The only Non-Inflammable Tabbings Compound on the market. **Beware of Imitations!** — **NUREX** — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

THE LEE HARDWARE CO.

Salina, Kansas, U. S. A.



(Patented
June 1st, 1920
and January
6th, 1925)

A Flexible Tabbings Compound

IF YOU ARE

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Using Direct-Mail Advertising
Responsible for the Success of a Modern Business
Interested in Typographical Design in Selling Documents
Interested in Advertising Art Work
Planning Advertising Campaigns
Writing Copy
Organizing a Service Department
Looking for Business Building Principles

IF YOU WANT

Solutions of These Hard Selling Problems
To Study Current Advertising Work
To Keep Abreast of Current Thought in Printed Sales-
manship
More Business—Greater Profits—Greater Success
An Inspiring, Instructive, Informative Magazine

Then You Should Read

PRINTED SALESMANSHIP

(Incorporated with The Printing Art)

It is the one magazine that will provide all these things, because it teaches and demonstrates by practical men—AUTHORITIES, not theorists—men who make their living by successfully doing every day what they write about.

The subscription to PRINTED SALESMANSHIP (incorporated with The Printing Art) is \$4 a year. Each issue weighs one pound, contains over 100 beautifully printed pages with many illustrations in color, gathered from all over the world—the work of the masters in every line of Graphic Arts. The size is 9¼ x 12½ inches. They are too expensive to send as sample copies, but a copy of the current issue will be mailed on receipt of 40 cents in stamps.

Address

PRINTED SALESMANSHIP

Cambridge, Mass.

Steel Die Engraved

1926 CALENDAR CARDS

to fit 6¾ envelope in 3-ply white, grey, and buff card-board, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

*Personal and Business
Christmas Greeting Cards
with customer's name
engraved. Samples ready
September 1st, 1925.*

AMERICAN EMBOSSING CO.

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Ortleb Ink Agitators

Electric Welded Chases
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Miller Automatic Feeders
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Miller Craftsman Units
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Liberty Folders

C. & P. Gordon Presses
C. & P. Lever Cutters
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Advance Lever Cutters
Diamond Power Cutters
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Write for Descriptive Matter, Prices and Terms



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Branches:

Atlanta, Boston, Chicago, Dallas, Detroit,
Los Angeles, Minneapolis, New York,
Philadelphia, San Francisco

"NPJ" Classified Ads

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, \$1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

STEREOTYPE WET MATS CURED AND DRY—Made of the best matrix and imported tissue. All that is necessary is to moisten down over night and stack up under wet blankets. Our price is \$12.00 per hundred, 20x24. **SPECIAL INTRODUCTORY OFFER** we will include a Cork Moulder with the initial order of 100 mats. All our Product is Guaranteed. **STAR KEE PROCESS CO.**, 37 Sullivan St., New York City.

ACME DRY PROCESS STEREOTYPING—This is a new process for fine job and book work; matrices are molded in a job press on special matrix boards; the easiest of all stereotyping processes; plates sharp as electros.

COLD SIMPLEX STEREOTYPING—A brush-molding process; level plates with no concave faces on type or cuts; quick and inexpensive process. Note this: Matrices made by either process are deep enough for rubber stamp work. Send stamp for literature. **HENRY KAHRS**, 240 East 33rd street, New York.

STANDARD ADVERTISING REGISTER AND SERVICE Gives complete list of national advertisers and their advertising executives; also lists of advertising agencies and their accounts. Monthly Supplements and Weekly Bulletins. National Register Publishing Co., 15 Moore street, New York City.

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YOU put us on your mailing list
We check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	\$5.00
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We are serving Publishers in all parts of the United States.

Write us for further particulars.

Monmouth Blank Book Co.,

O. J. Forman, Prop.,
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PRINTERS' ROLLERS

VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

BRIEF, AND TO THE POINT

HERMAN ROE, Northfield (Minn.) News—"You are certainly ringing the bell in 'NPJ'. Interesting stuff, and so chockful of information and ideas; and all dolled up and dressed up so attractively as to command attention."

"HUBER" means "GOOD INKS"

J. M. HUBER, Inc.

130 West 42nd St., New York

Branch offices and foreign agencies in the principal cities in the United States and foreign countries.

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Is a Complete
Stereotype Outfit
Burns Gas or Gasoline

Anyone can operate —
Casts from ordinary
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circular describing time-
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EASY PAYMENTS**

SIMPL-O CASTER COMPANY
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A
Money Saving Device
W. C. C. E.

(We Cut Composition Errors)

"We have found that our errors have been reduced about 50% on two of our machines, and 25% on the third, the man on the third machine being a comparatively inexperienced operator."

THE REPORTER, Dover, Ohio.

Particulars on Request.

Matrix Contrast Corporation
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Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

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Badger Electrotype Co.

129-135 Michigan St.,

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*Your story
in pictures
leaves
nothing
untold*



*Premier
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Builders of Business

IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business.

It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

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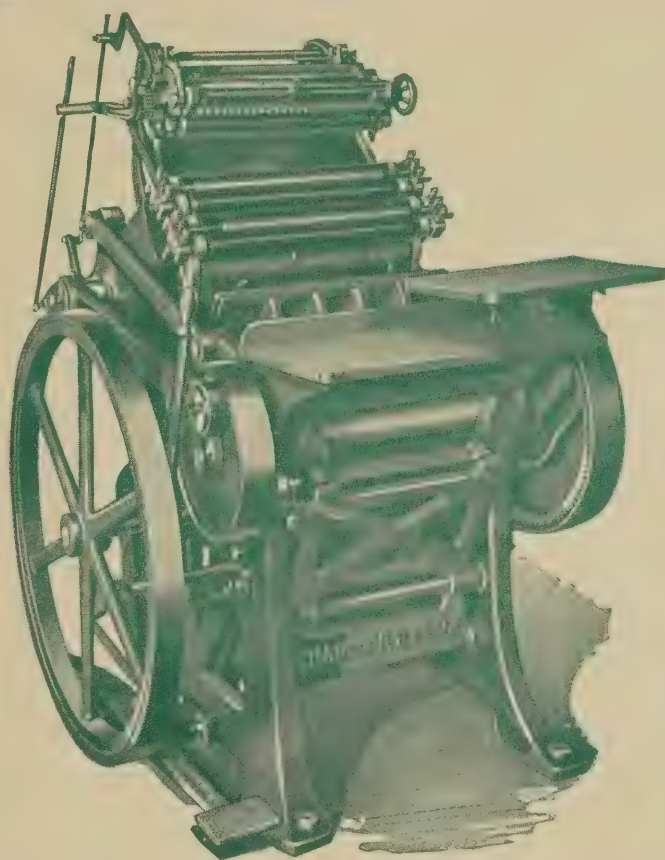
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The Chandler & Price Printing Presses

8x12 ~ 10x15 ~ FOUR SIZES ~ 12x18 ~ 14½x22



THE CRAFTSMAN ~ 12x18 ~ WITH ITS WONDERFUL DISTRIBUTION SYSTEM

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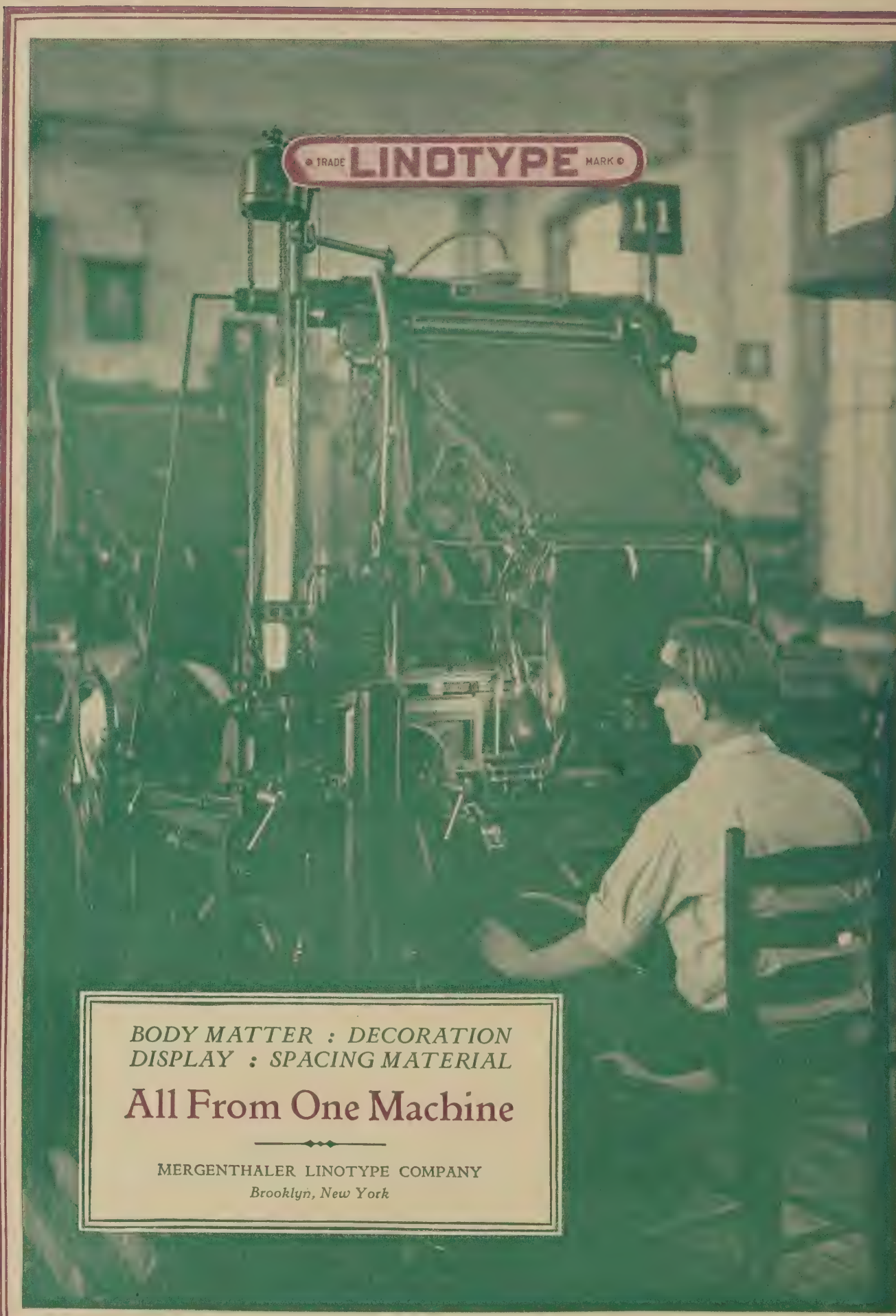
CLEVELAND
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TRADE **LINOTYPE** MARK

*BODY MATTER : DECORATION
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All From One Machine

—◆◆—
MERGENTHALER LINOTYPE COMPANY
Brooklyn, New York

NATIONAL PRINTER JOURNALIST



Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1925

Annual Subscriptions
United States and Canada \$2
Foreign Subscriptions \$3
Single Copies 25c

NATIONAL SERVICE.....

If anything is being "put over" on the American people it is being done under cover of darkness, and the darkness is nothing but lack of knowledge, which is lack of Facts.

¶ Merely to have a thing *known*, to have the method *exposed*, to have the *Fact itself exploited*, is to accomplish what courts and investigations and threats could hardly do.

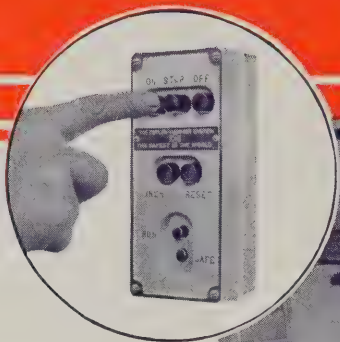
¶ The exploiters of the people fear the Facts. Facts would put the public in control of the situation.

—HENRY FORD
Dearborn Independent

JULY 1925

No. 7 :: Volume 43

"The Safest System in the World"



Below: C-H Control Panel located on Gallery in plant of the Green Bay (Wis.) Gazette.



Illustration of Press and C-H Control Equipment at the Evanston Ill. News-Index

Popular Also in the Smaller Cities

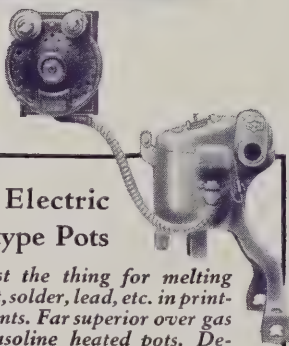
The preciseness of press control—the safety and efficiency of press drives made possible by Cutler-Hammer Control have led to increasing use in the smaller cities. The same relative advantage provided by C-H to the largest Metropolitan dailies—are available.

If you are modernizing your plant or installing any motor-driven equipment—Cutler-Hammer 30 years' experience in the building and application of electrical control is at your service.

A word from you will bring our recommendations and suggestions. C-H products include simple motor starters and speed regulators as well as the complete automatic control system for any type of press or press room equipment.

C-H Electric Linotype Pots

are just the thing for melting babbitt, solder, lead, etc. in printing plants. Far superior over gas and gasoline heated pots. Designed to melt down and keep the metal at the correct temperature. In addition C-H also makes Motor Starters and Speed Regulators for every motor-driven press and machine, as well as newspaper conveyors.



THE CUTLER-HAMMER MFG. CO.

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St. Louis: 2111 Ry. Exch. Bldg.
Buffalo: 358 Ellicott Sq. Bldg.
Milwaukee: 530 Grand Ave.
Cincinnati: 415 Dixie Term. Bldg.

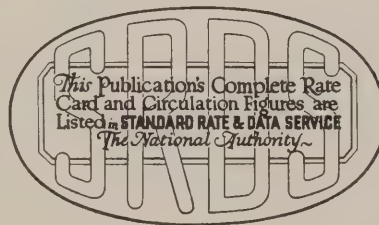
CUTLER-HAMMER

"Everybody in the office uses STANDARD and we are quite frank to say that we do not see how we could get along without it.

"It is hardly an overstatement to say that its development is the most constructive thing that has been done for the agency business in the last few years.

"It is a wonderfully satisfactory creation!

H. R. FAILING, President
CROSSLEY & FAILING, INC.
An Advertising Agency
Portland, Oregon."



PUBLISHERS—This electro will be furnished to you, free of charge. Use the symbol in your advertisements, direct-by-mail matter, letterheads, etc. It's a business-producing tie-up—links your promotional efforts with your listing in STANDARD RATE & DATA SERVICE.



The Service Represents an Ideal Medium for Your Advertising

STANDARD RATE & DATA SERVICE

536 Lake Shore Drive

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HAMILTON

Padding and Gluing-On Attachments

Padding Attachment No. 15050

Hamilton Steel Tables are quickly and easily converted into modern Padding Tables with this device. Illustration at right shows all parts in place for padding while the one at bottom shows the position of the same parts when not in use. Padding Board and Drip Pan are the only units not actually secured to the table at all times.

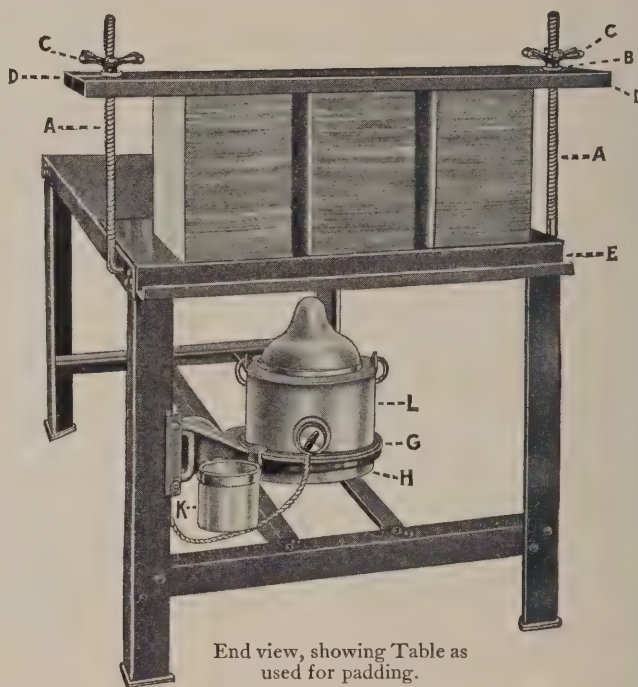
Details

Uprights (A) are 18 inches long and made of $\frac{5}{8}$ " cold-rolled steel threaded to top. The Padding Board (D) is of selected $1\frac{1}{4}$ " stock 10" wide and 44" long, with a $3\frac{1}{4}$ " center slot in each end to receive the upright as shown in illustration. Pressure is obtained by use of 6" Star Wheels (C) on uprights. (B) is metal washer between star wheel and board.

The uprights extend through the flange of the table top and are held securely by a locked nut. They operate freely in the holes and, when not in use and board removed, hang loosely at sides of table.

Drip Pan (E) catches the drippings from the brush or from the pads when pressure is applied.

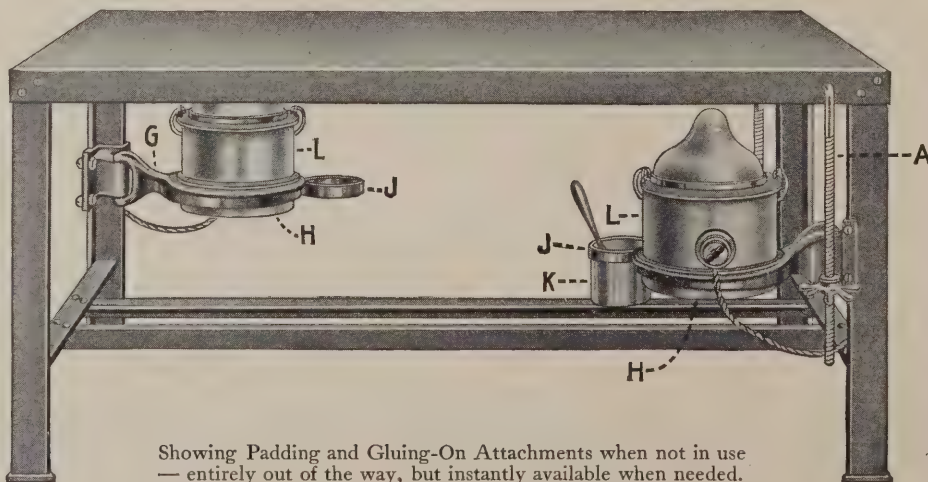
Tables Nos. 15038, 15040 and 15042 are regularly supplied with holes drilled in flanges, 5 inches from each end, to accommodate Padding Attachment.



Gluing-On Attachment No. 15052

Gluing-On Attachment consists of two parts: Swinging Bracket (G) which is attached to a stationary part which in turn is fastened to angle table leg; Aluminum Pan (H), $8\frac{3}{8}$ " diameter, which fits snugly into the Swinging Bracket and in which the Glue Pot is placed; Aluminum Cup (K), $4\frac{1}{2}$ " diameter, for holding the Glue Brush when not in use. We do not supply the Glue Pot.

The swinging part is on a hinged joint which permits swinging the Glue Pot clear of the table top either at end or side. A slight touch only is required to swing the Bracket, Brush, Glue Pot and contents under the table entirely out of the way of the workmen. Brackets are made of grey cast-iron and may be quickly attached to the flange of the table leg with the aid of no tool other than a wrench.



The Glue Pot (L) rests in Aluminum Pan (H) which sets loosely into the bracket proper. Attached to the bracket is a smaller Bracket (J) of proper size to hold a $4\frac{1}{2}$ " cup (K).

By the old method the Glue Pot and Brush might be anywhere in the room. Where our device is installed all parts are always in one place — most convenient for use when needed, and entirely out of the way when not in use.

THE HAMILTON MANUFACTURING COMPANY

Eastern House: RAHWAY, N. J.

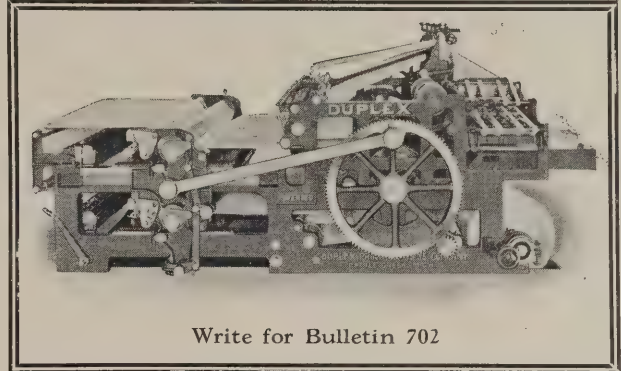
TWO RIVERS, WISCONSIN

HAMILTON GOODS ARE FOR SALE BY PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE

For Progressive Weekly Newspapers

THE DUPLEX MODEL "A" FLAT BED WEB PRESS

DESIGNED AND BUILT
ESPECIALLY FOR THE



Write for Bulletin 702

WEEKLY, SEMI-WEEKLY AND DAILY PAPER

THE RUSSELL RECORD

PRINTED ON THE DUPLEX PRESS

By H. A. DAWSON

RUSSELL, KANSAS

February 18, 1925.

The Duplex Printing Press Co.,
Battle Creek, Mich.

Gentlemen:

I am writing to tell you what we think of the Model "A" Duplex Flat Bed Web Press.

Before installing the new press we were using a drum cylinder which we were compelled to hand feed and with our circulation of over 3,000 a week, it took us the greater part of two days to do the press work.

Now we are issuing a twice-a-week and the pressroom worries are entirely eliminated. We put the forms on and in an hour's time we have our edition off and the great thing is we print the whole eight pages at once. And the print is as good as any press can do it.

We certainly would not go back to the old hand-fed press.

For a paper such as ours, the Duplex is the most economical press, and besides there is the satisfaction of knowing that when the forms are put on, that the edition is going to get out on time.

Yours very truly,

THE RECORD,
HARRY A. DAWSON.

THE IDEAL PRESS IN ITS FIELD

The Model "A" prints at the rate of 3500 papers per hour — cut — folded — counted and delivered ready for distribution.

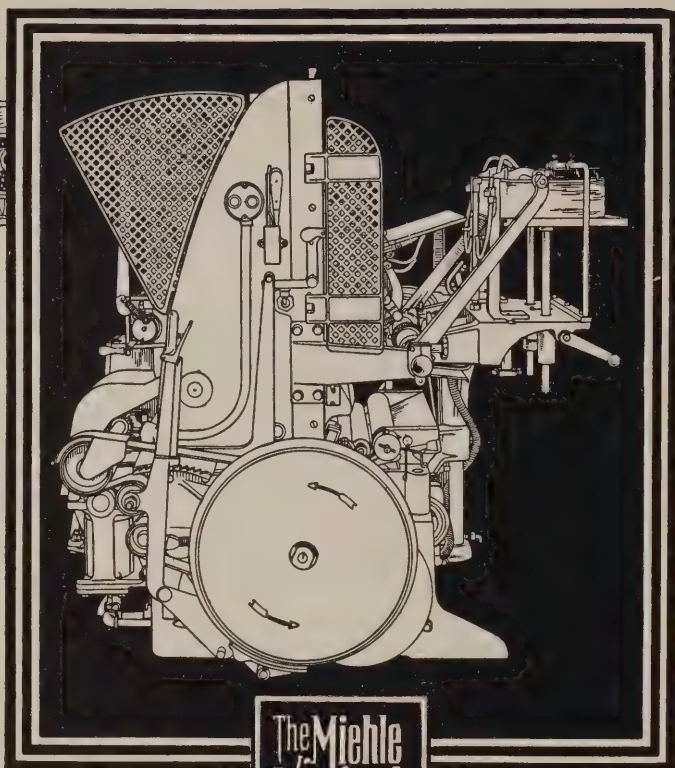
This press will accommodate page widths from 6 columns 13 ems to 8 columns 12 ems — standard 6 point column rules and is also arranged for the popular tabloid size.

The Model "A" press has six composition rollers—the smallest number possible — consistent with good printing.

The type forms are cleared at the end of each printing stroke so they may be removed without damaging the composition rollers.

The Services of Duplex Engineers Are at Your Disposal, for Planning a Re-Arrangement of Your Pressroom, on a More Efficient and Economical Basis.

THE DUPLEX PRINTING PRESS COMPANY of Battle Creek, Michigan



MONEY IN THE BANK

HE HAS money in the bank," is said of a man when the speaker wishes to give the impression of financial responsibility.

Money in the bank is a good thing, but if the man in question is a printer, he would do much better if his money were in a Miehle Vertical. The bank might pay as much as 4 per cent. interest. The earnings of a Miehle Vertical will bring back the full amount invested in it in a remarkably short time with the press itself still there.

And when the purchase price does come back, the printer will be wise if he invests it in another Miehle Vertical.

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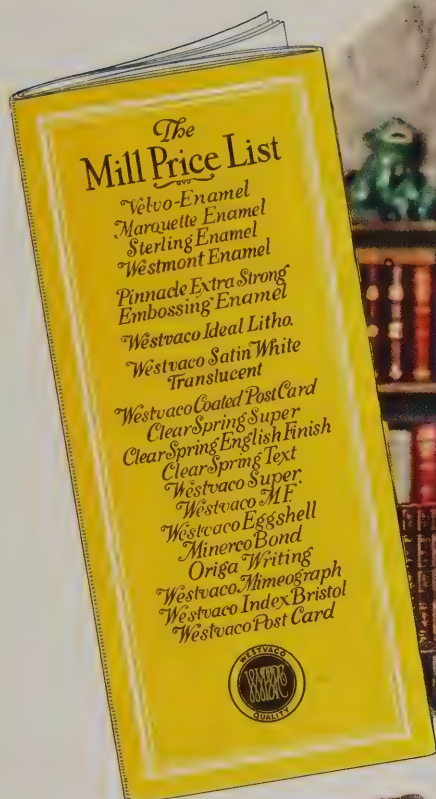
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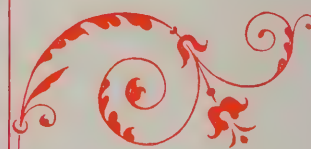
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Here's a fair offer. Send for a quart can of Phenoid. Use it up. If you like it, pay us. If not — send back the bill. Just pin this offer to your letterhead and mail today.

NATIONAL PRINTER-JOURNALIST

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Advertising Rates on
Application

Volume 43

Milwaukee, Wis., July, 1925

No. 7

Your Newspaper: Printing Plant *ITS REAL WORTH?* In Round, Hard Dollars and Cents

By H. F. HENRICHS

THE average newspaper owner becomes confused when he attempts to establish a market value on his property because of the wide variations in the opinions of high authorities in newspaper matters. I have taken into consideration all the best authorities on newspaper valuations, and while they differ widely in their conclusions, they all possess merit worthy of serious consideration. *The principal reason for the diverse opinion is the fact that the author forms his conclusions from his particular standpoint.* It is a well established fact that *no one rule can be made to apply to properties of all classes, nor to properties of the same class under different conditions.*

IN GIVING a rule of valuation, many authorities overlook this vital fact, although the rule may apply admirably to a certain type of newspaper. For example, the *rule of profit* cannot apply to all newspapers alike, because

the man who has \$25,000 or less invested in a newspaper property is entitled to make a net profit of 20% on his investment;

the man who has \$100,000 invested should make 15% on his investment.

the man who has as much as half a million invested should realize 10% net, and

the man with a million or more invested should be content with a net profit of 8%, and usually is.

THE ITEM OF "GOOD WILL"

IN EVALUATING a newspaper there are a number of elements to be considered, chief among which is the item of good will. The United States Supreme Court has decreed that "Good will is the disposition of the pleased customer to return to the place where he has been well treated." The late Secretary of State Knox once declared that "Good will is property capable of being appraised, bought and sold. In many cases it is the main ingredient of

In Estimating The Worth of a Newspaper

GOOD WILL
Often Is Worth
More Than Whole
Physical Plant

—This Article Tells
How, and Why

value. It represents all the struggle, industry, tact and judgment that makes success. In estimating the worth of a business it is not infrequently recognized as more valuable than the buildings and machinery that make up the physical plant."

The art of creating good will in a newspaper is well understood only by a genius. And you will tell it the minute you step into a newspaper office whether a genius is at the head.

There was once a popular theory that a newspaper man was born and not made. That was supposed to account for so many failures in the newspaper business. That idea has been dissipated by such influences as our schools of journalism and associations of newspaper men, which have created and trained a growing army of successful publishers.

THE rule of valuation per subscriber cannot apply universally because the relative value of a subscriber to the paper is governed by the *per cent of population coverage*, and also by the well established fact that *the last half of the circulation of a newspaper is more valuable than the first half.* The second thousand circulation is worth more than the first thousand. This is because

prestige in a newspaper grows faster than circulation;

power in the news columns grows faster than circulation;

the value of advertising goes by leaps and bounds in comparison with the growth of circulation; and certainly

the bank account grows faster, because the latter half of the circulation costs less to produce.

RULES OF NOTED PUBLISHERS

THE late James E. Scripps, founder of the *Detroit News*, held the theory that

if a newspaper earns 5% on its annual cash receipts, it is worth its annual cash receipts;

if the daily newspaper in a good town earns 10% on its annual cash receipts, it is worth twice its annual cash receipts plus the plant, whatever that cost to install;

if it earns 15% yearly upon its cash receipts it is worth three times its annual cash receipts plus plant.

By this rule a newspaper having \$100,000 annual receipts and netting \$5000 is worth \$100,000. Perhaps most publishers of weekly papers and dailies outside of the metropolitan class would be willing to sell on this basis. Inasmuch as there would be no market for newspaper property on this basis alone,

RULES USED BY GREAT NEWSPAPER PUBLISHER:PRINTERS; FINALLY : : A RULE BASED ON TWENTY YEARS' SEARCH

it is evident that the author intended to apply his rule to the larger population centers only.

THE late General Charles H. Taylor of the Boston *Globe* had a theory that

a newspaper's earnings should be capitalized on a 10% basis, that is, a newspaper is actually worth ten times its annual earnings.

This is a rule that applies admirably to normal properties in the half-million dollar class. A weekly or small daily netting \$3,000 a year could hardly be expected to be worth \$30,000, unless it possessed abnormal physical value.

Then, there are many papers in all classes showing no profits or losses, not necessarily poor properties, for much may have been spent in developing the field, or the owner may have lagged by reason of infirmity or loss of the necessary keen interest and enthusiasm in the work. Such properties often sell for large sums of money. The factor of capitalizing net profits evidently applies only to a special class of publication.

JASON ROGERS, formerly of the New York *Globe*, who has given to the newspaper fraternity a very valuable piece of literature in this book, *Newspaper Building*, says:

"After much consideration and basing my opinion both on actual sale prices and upon cost of duplication, I am convinced that the most fair method of arriving at the valuation of the circulation and good will of a newspaper, provided such circulation is established and authenticated, is to value it at \$10,000 per 1,000 of circulation. I would rather have a newspaper with 100,000 well established circulation than \$1,000,000 and instructions to get 100,000 of such established circulation with money."

HOWEVER, *unprofitable circulation* comes in for serious consideration, such as low-rated subscriptions, the perpetual contest or premium circulation and delinquent circulation.

Again, the first half of a paper's circulation is more costly and not worth as much as the second half, and a circulation of 10,000 in a city of 50,000 is not as valuable per subscriber as a circulation of 10,000 in a city of 20,000.

The cost of equipment and composition is practically the same on papers with small or large circulation, to say nothing of the relative advertising valuation which climbs faster than the proportionate increase in circulation.

JOHN DODGE, of the old *Scripps-McRae* Syndicate, recommended the following formula—and it is said he used it in determining the value of news paper properties he negotiated for the syndicate:

"A going paper is worth \$5 per subscriber if the paper is breaking even.

"When the paper is making regular, healthy growth and is earning between breaking even and 15% on gross re-

ceipts, add \$1 per name for each 3% of profit.

Value circulation at \$10 per name if netting 15%; for each 1% profit above 15% add \$2 per name up to 20% profit."

By this rule the smaller properties making a negligible profit would be valued at actually less than their physical assets; and, applying the rule, the scale of values ascends so rapidly that a property netting \$15,000 a year would be valued at \$150,000.



H. F. HENRICHS

HE HAS valued Newspaper Properties for more than twenty years, after starting in the profession and business as a boy and owning and operating a number of weekly, daily and other publishing businesses. Mr. Henrichs is head of The H. F. Henrichs Agency, Litchfield, Illinois



DON C. SEITZ, of the New York *World*, advances this rule: "Value circulation and good will at the total gross receipts for a year and add the net current assets and plant at replacement value."

(A very good rule, except for the property that has been conducted on a policy of low rates, large volume and consequent small profits, or where a program of high rates, low volume and large profits has been followed!)

EWING HERBERT, of the *Stock Yards Daily Journal*, St. Joseph, Mo., says:

"The price of a newspaper property should be the profits for five years added to the actual worth not first cost of the plant."

C. L. SNOWDEN, a prominent newspaper man of the East, says:

"The good will of a newspaper is worth just about the subscription receipts on paid up subscribers."

THREE GENERAL RULES

FROM these different high authorities we discover that there are three general rules that might be applied to newspaper evaluation:

I find that some publishers attempt to reconcile the three rules by applying them in this manner:

Here is a paper with 5,000 circulation, gross annual receipts \$75,000, nets \$7,500 plant worth \$50,000. By the first rule

- (1) Capitalizing profits at 10% ;
- (2) \$10 per subscriber plus plant;
- (3) gross receipts plus plant.

Each rule is applicable to some newspaper, but all three are not applicable to any one newspaper.

(Capitalizing on 10% basis), it is worth \$75,000; by the second rule

(\$10 per subscriber plus plant), it is worth \$100,000; by the third rule

(gross receipts plus plant), it is worth \$125,000.

The average of the three estimates is \$100,000, which it is claimed should be the value of the property.

A NEW RULE OF VALUATION

I WANT to submit for your consideration a rule for estimating the value of your newspaper property, a rule that has never been published, but which I have used in appraising newspaper property values and which I have found to be the fairest and most thorough plan of arriving at the actual and potential value of a newspaper property of whatever size or class or condition. It applies with equal fairness to the country publisher and the city publisher, and while it is possible to shoot holes through it, in my twenty years experience as a newspaper broker I have never observed a rule of equal merit.

Circulation is the life-blood of a newspaper. Circulation means power; it means influence to its news columns; value to its advertising pages; money in the bank. As a starting basis of computing value we will place the minimum value of a daily subscriber at \$10 and the maximum value at \$20. The weekly subscriber should range from \$5 to \$10. As a starting point, the standard basis of 10% net profit is used. This valuation represents the value of the good will, plus the replacement value of the physical equipment and the tangible assets.

The maximum value of \$20 per daily subscriber is applicable to 100% circulation only. 100% circulation means that the field is completely covered; that is,

if the circulation is equal to the population of the paper's undisputed territory. Such a situation is not impossible, for we find that such cities as San Francisco, Los Angeles, Pittsburgh, and some smaller cities have 100% newspaper circulations. That is the reason newspaper properties under such conditions bring fabulous prices.

The modifications to the rule are as follows:

- (1) If the paper has an exclusive field, add 25% to the value of the circulation.
- (2) Add 5% to circulation valuation for every 1% of profit over 10%.
- (3) Deduct 5% from the circulation valuation for every 1% of profit less than 10%.

Contest and premium circulation is discounted 25%.

EXAMPLE IS CARRIED OUT

THIS rule applies as in the following example:

City of 10,000 population;
Paper's circulation 5,000;
Gross annual receipts \$75,000;
Plant worth \$50,000.

We find that with 5,000 circulation in a city of 10,000 the paper has 50% circulation coverage. This 50% coverage added to the minimum valuation of \$10 per subscriber gives us a valuation of \$15 per subscriber in this particular field, or a total value of \$75,000 for the subscription list.

You Can Tell
The Minute
You Step Into
A Newspaper
Office
if a *GENIUS*
Runs It

—H. F. HENRICHS

To this should be added the plant valuation of \$50,000, making a total valuation of \$125,000 for this property, provided it nets 10%, or \$12,500, on this valuation.

If the paper enjoys the exclusive field, 25% should be added to the valuation of the subscription list.

If the paper shows no profit, deducting 5% from the value of the subscription list for every 1% of profit less than 10%, would reduce the value of the subscription list to \$37,500, plus the plant \$50,000, making the total value \$87,500.

If the paper nets 20% (\$25,000) on the standard valuation by this rule of \$125,000, we add 5% to the value of the circulation for every 1% of profit over 10%, or 50% added value, making the value of the circulation in this particular case \$112,500, to which should be added the plant value to arrive at the total value. Here you would have a gross valuation of \$162,500 on a property netting \$25,000 a year.

VALUING a newspaper property by this method is not conditioned on any one feature of the property, but takes into consideration all the features. And this combination of principles works automatically. The estimates of valuation fluctuates as circulation, plant and profits fluctuate, and places the basic value on circulation, where it belongs.

"The Open Hand (*only*), Is Ready to Receive"

Plenteous Minimum-Size, With Fifty-Fifty Space; and, Specified Day-and-Size Advertising Policies, Score Big for This Paper

By JOHN L. MEYER

TWENTY per cent increase in local advertising, without any additional or unusual promotion and sales work of any kind, followed immediately the opening of the new home of the Green Bay (Wis.) *Press-Gazette*. It is and has been for some years, the only daily in this far-famed "summer" city of nearly 40,000, located on the spot where French explorers camped centuries back, before heading southward into discoveries of a new country, the Upper Mississippi Valley.

The 20 per cent local increase followed upon a period when the *Press-Gazette* had been getting quite a lot of letters from publishers in the Great Lakes country, congratulating the paper on the unusually large amount of advertising lineage—some frankly inquiring as to the why, and as to the how.

"OPEN AND INVITING"

THE NEW building, which must be a source of great pride to the citizens, particularly the business men of

Green Bay, who have seen a number of newspaper projects go to pot in some rather rough-and-ready plants—that was one item in relation to the 20% increase.

But, the *Press-Gazette*, the paper itself, was the actuating, immediate cause; and in an interesting way.

The management decided to make a 16-page *minimum* paper every afternoon.

The idea was to make the newspaper *open and inviting*. No more crowding was permitted!

Headings were opened up. More leads were used, slightly wider but not heavier column rules—and so on. Pictures were handled for what they were worth, not on a "save space" basis, by too close trimming or cutting down the size of the cuts. Closer editing and more different and various news items and features, was the order to the desk editors together with instructions to be orderly in make-up, use dummies, reset heads up or down if necessary, but never shove in anything any old place just to get by.

This *open and inviting newspaper* idea is, I believe, the secret of the peculiar experience. Of course, there was a solid foundation behind it, the work of nearly ten years by the present management. I'll get to that presently. Let's look over the management, first.



NEWSPAPER HOME SET AMIDST SUBSCRIBERS' HOMES

John K. Kline, vice-president and editor, and A. B. Turnbull, the secretary-treasurer and business manager, came to Wisconsin from Michigan ten years ago. Mr. Kline, a University of Indiana man, started newspapering on the Indianapolis *Sentinel* and Cincinnati *Post*; then went to Saginaw, remaining through various ownerships, including the purchase of the *News* by the Booths—a total of 12 years, three with the Booths as a stockholder. Mr. Turnbull started on the Detroit *News*, and worked on the Bay City *Times* and the Saginaw *News*. He also did a spell on the Duluth (Minn.) *News-Tribune*, and was advertising manager of the United States Graphite Co.

SIMPLICITY AS A WINNER

NOW, to return to the *Press-Gazette*, and its 20% increase since opening the new building—a quick jump in lineage, but with no extraordinary sales work. The unusual success of this “paper with the inviting openness”—seldom running other than 50-50 news and ads; with 18 pages the usual thing, and with 20 to 32-page editions frequent—stands first and fundamentally on the *simplicity of its advertising rate system and card*. Its principle is *specified space on specified days*. This has been in use for about eight or nine years.

Study the display rate card herewith reproduced. In your examination, apply the idea and scale to any one or more of your own advertising “problems,” and then you’ll be sure to get the real secret, only touched upon herein.

An Appreciation

No greater truth can be stated than that an institution's rating as a public servant should be in proportion to its service to the public, whether in private or civic effort, or both.

Because of the ceaseless and dauntless efforts that The Green Bay Press-Gazette has always made in behalf of a bigger and better Green Bay—bigger and better for its citizens and institutions—we are prompted to pay them this public tribute.

* The publishers of a newspaper, more than anyone else, are in position to render a tremendous aid in helping the city to move ever forward in growth as well as in business and civic life.

The Green Bay Press-Gazette lost no opportunity to call attention to the aspirations of Green Bay and to work unceasingly for their attainment.

This is, therefore, an expression of appreciation

CITY OF GREEN BAY

Wenzel Weisner, Mayor

CITY PAYS OFFICIAL TRIBUTE

Reproduction of a Full-Page Ad Which Government of Green Bay Voluntarily Ran as New Building Opened



Any publisher knows that one can operate on a *high-rate-small-volume* policy, and—or on a *medium-rate-large-volume* policy. There are disagreements on which is best, or best in certain places. The *Press-Gazette* experience has many proofs that the latter is the best—by far the best. They were so convinced up there that they adopted the “never crowd” policy which might

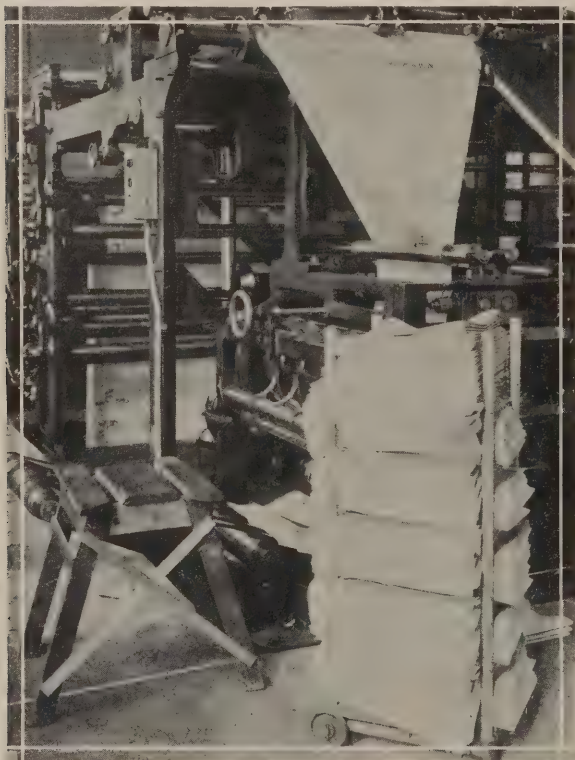
look as if it could be expensive if the lineage didn't come up promptly.

THE MANAGERS MANAGE

EVERY department of the *Press-Gazette* is managed by the executive in charge. Mr. Kline and Mr. Turnbull literally *assigned* the departments as the word is used in the editorial rooms of all newspapers; then they let the executive *cover* his assignment. Each was given a definite idea of policy, and a standard of results. These executives follow the same lines. Every man and woman in the building has plenty to do, yet can concentrate to a degree that is very resultful. One reads and hears about such policies. In this office I actually saw it in action.

The advertising department, already described in the foregoing, is managed by E. J. Robinson, with W. A. Ellegard as assistant. Mr. Robinson has handled it for nine years. Four cut services (*filed by months, as to the usefulness of the various cuts, texts, etc.*) are used; and, ever-ready in an attractive room with table, blackboards, racks and vault planned for use in conferences with local or outside space buyers. The Meyer-Both, the Ad-Art, the Advertisers' Cut, and the Zuckermann services are used.

The Classified division of Mr. Robinson's department is in charge of Carl Rugg, assisted by Agnes Doyle. The Basil L. Smith “national standard A. B. C. system” (the 1-2-3 system of classification) has been adopted. Yearly contracts are constantly sold—35,000



FROM THE DUPLEX INTO TRUCKS AND TO CARRIER IN FIFTIES

This Rack-Carrier-Handtruck Is Press-Gazette Built, and One of Many Devices Used to Save Time, Rehandling and Re-distribution of Editions by the Circulation Department; the Pictures Tell the Details



EXECUTIVE OFFICERS, GREEN BAY (Wis.) PRESS-GAZETTE

A. B. TURNBULL
Secretary-Treasurer and
Business Manager

JOHN K. KLINE
Vice-President, and the
Editor-in-Chief

lines, 120 lines or more daily, 4½ cents per line; 25,000 lines annually, 120 or more four times weekly, 5 cents; 15,000, 96 lines three times weekly, 5½; 6,000, 60 lines or more two times a week, 6 cents; and, 3,000, 60 or more once a week, 6½ cents.

USING THE RATE CARD

IN both the display and classified, customers must follow the frequency of insertion contracted for; they must use all specified dates, and use the contracted space each time; there is no "rebate" (from the customer's rate contracted for) if larger or more frequent space is used—nor does it release him from his contract frequency, dates and size during the remainder of the contract.

The contracts are never sold and signed until the space user's requirements are weighed. He is not allowed to sign for big space just to get a rate. He is first told the "consequences"—the terms, and the advantages. Study the card to note the range of prices for space under various conditions. There are no long "jumps," either way. The gradations are steady, easy. In annual dollars and cents they are quite distinctive.

The accounting is greatly simplified by this method. The *Press-Gazette* folks do not claim that they do not frequently bump into new problems as to advertising, even with this system and their adherence to it. Steadfast adherence to the rules has done this: It advanced the respect of the space users as to the newspaper, and it has permitted revisions in main or detail advertising matters to be made on the basis of *actual experience*, not merely on guesses, forebodings and *negative* suppositions.

EDITORIALY, the *Press-Gazette* has a policy of *always* boosting for some worth-while project for the good of the city. A new Y. M. C. A., a new Knights of Columbus building, a new main street bridge, several new schools

and hospitals, etc., are evidences. The *Press-Gazette* has made and keeps all Green Bay and environs thoroughly interested in professional football, operated in a league.

Mr. Kline said these projects are started and backed up strictly without reference to advertising. The *Press-Gazette* has never asked a line of advertising simultaneously with them. Sometimes, when buildings have been completed, advertising and feature sections have been run. But, never any "campaigns" or "artificial stimulant" projects.

CIRCULATION: Joseph Horner, Jr., the manager of this department, is

using a number of speed and convenience devices which are especially interesting. Herewith is shown a rack-truck, with an explanation. Don't miss it.

CIRCULATION MEN SYSTEMATIC

Green Bay is a summer resort center. The paper has a complete auto truck dispatch system to a large number of points. DePere, a paper mill center, 5 miles south has two trucks assigned to it the year around. The longest truck route is 72 miles.

All the city and 80 per cent of the "suburban" circulation is carrier-delivered. Only one "contest" has been used in ten years. It applied only to rural circulation. No extra votes were allowed

PRESS-GAZETTE DISPLAY RATES

DATE IN EFFECT JANUARY 1, 1925

Inches—Yearly	Contracts.....	2	5	10	20	30
1 time a week		54	53	52	51	50
2 times a week		52	51	50	49	48
3 times a week		50	49	48	47	46
6 times a week		48	47	46	45	44

CONTRACTS—SHORT TERM.

13 times	65	63	62	61	60
26 times	62	60	59	58	57
13 time contracts must be used within 3 months.					
26 time contracts must be used within 6 months.					

OPEN SPACE

500 in.	66c
250 in.	73c

Single Insertion

Per inch	98c
----------------	-----

THEATRE-PRESS SERVICE

10 in daily	61c per in.
5 in daily	68c per in.

READERS

Body Type.....	20c per count line
Black Face.....	35c per count line
No discounts for contracts	

THIS RATE CARD ACTUALLY HELPS SELL SPACE

IT IS Founded on the idea of SPECIFIED SPACE for SPECIFIED DAYS, and its Fruits are Regularity of Insertion of Predetermined Amounts of Space on Predetermined Days; Far Less Dispute; Systematic Copy-Assistance to Advertisers and Its Many Advantages; the Benefits of One Price to All Using the Same Frequency and Amount of Copy; Regularity in the Daily Size of the Paper, and in the Daily Proportion of News and Advertising Content; a Medium Rate and Large Volume Advertising Success, Without Certain Risks Often Attached to such a Policy; and many other fruits which the Newspaper Executive can readily see by Close Study of the Card and This Story

GREEN BAY PRESS-GAZETTE

Accident Report

Name of Patient Age Address City

Name of Attending Physician Time of Arrival

Character of Accident Seriousness of Injury

THANK YOU

SPECIMEN OF PRESS-GAZETTE NEWS GATHERING METHODS

Every Physician and Other Sources of News Are Furnished With Report Blanks of Various Kinds; and They Are Used Regularly

for subscriptions for more than one year. A number of solicitors are constantly at work in the country districts and towns.

Carriers, particularly in the fall, are interested in contests to hold and increase readers on their routes. Money prizes are not used, but sporting goods, especially football equipment, go big with the boys.

Carriers are "bonded" through agreement and surety signed by their parents. This has helped to keep out undesirables, to give profitable work to desirable carriers whose earnings are a help in their homes, and to avoid trouble resulting from the ups and downs of boyish interest.

The Addressograph mailing system is used, with special methods built on *Press-Gazette* experience. A number of publishers from several states have been up to see it. The adaptations of the address tabs are unusually interesting. For instance, every tab shows complete name and address, date to which paid, *last amount paid, to whom paid* (initial "key" is used), *date last amount paid*. The machine admits of selection in printing any of these items from the tabs on wrappers, notices of expiration, collection bills and letters, solicitor's records for the house and for their handbooks; etc., etc., and they are used for every possible purpose of the *Press-Gazette*.

MECHANICALLY, the Green Bay *Press-Gazette* is a delight to one who, like myself, is interested in production and management subjects far more than in purely editorial or other individual, single newspaper topics. This newspaper does its own job work,

and that of the Appleton (Wis.) *Post-Crescent*, of which Messrs. Kline and Turnbull also have become principal owners during their ten years. All form work, circulars, duplicate letter and other work is done, in addition to the usual run of a job office's output.

The newspaper composing room, a fine, well-lighted and efficient place, was laid out and equipped through the American Type Founders Company. It has Hamilton steel cabinets; Wesel No. 5 proof press, two Miller saws, Rouse Miterer, Potter Ad proof press, F. Rosenberg Milwaukee elevators, Goss mat rollers, three Intertypes and ten Linotypes, and other modern equipment.

A Lanston Monotype outfit has been installed, including a rule and slug caster.

The press room is Duplex-equipped. A new Duplex tubular has been installed. It has a capacity of 36,000 24-pagers per hour, or 72,000 12-pagers.

**Your Subscription to the
PRESS-GAZETTE
EXPIRES
TOMORROW**

CLOSE WORK ON RENEWALS

This Follows the Usual Letters or Other Solicitations; Mailing Schedules Are on Hand, to Get These Cards to Destination, Exactly at the Right Time

The style is the Duplex Unit Low-Construction Sextuple. The Cutler-Hammer Control system is used in operation, with eight stations.

THE BUILDING, located about three blocks from the business district, near the city and county buildings, and in a residence section, is two stories and basement, 58x114, concrete on steel, with pulsichrome terra cotta set on a stone base on the two street sides, and face brick on the lot sides. The roof is of Pyrobar slab over steel with four sawtooth skylights. The first floor is surfaced with Ceramic tile, and contains the executive, business, advertising, circulation, press, mailing and job departments. The second is the editorial and composing room floor.

The lobby walls are finished in buff Tiffany. Inlaid designs ornament the staircase ends. The staircase is guarded by a balustrade of antique bronze balusters, and newel posts, surmounted by a walnut rail.

Directly ahead, as one enters, is the business office lobby, whose swinging walnut doors are hospitably open. To the right are the information desks and circulation office and to the left the advertising and accounting office, both separated from the lobby by walnut counters with inlaid linoleum tops. At the rear of the lobby are the two cashier's wickets, with walnut woodwork surmounted by an antique bronze and plate glass grill.

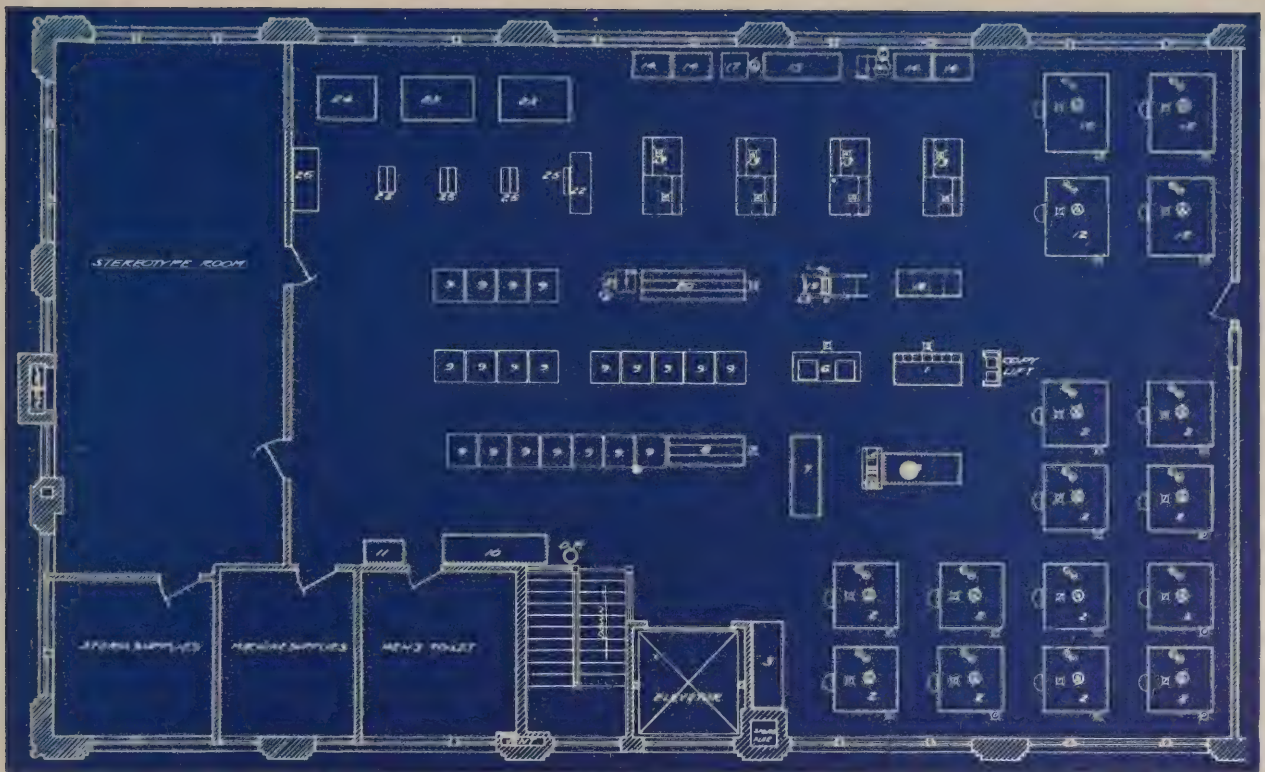
THE executive offices are located to the left and right of the main entrance. These offices are handsomely furnished with carved walnut furniture upholstered in blue Spanish leather. Each is equipped with a wash-room.

Filing space for the business and executive offices is provided *beneath the counters*. Here papers for the current month, advertising and circulation data, correspondence and other papers are filed, with Rouse Newspaper Files, to meet the many calls for a look at the files placed in a section of the counter.

An *amazing* amount of filing space has been created from space under the counters, and in place of the usual drawer room in every desk and in vaults and other parts. The Automatic File and Index Co. equipment and system is used. The writer had not seen this in newspaper plants visited heretofore, and investigation revealed a series of surprises. Space used in many plants wastefully and "dirt-catching," is here used for convenient, dustproof and economical filing. Every desk is included. All are flat-tops. Every worker in the offices has not only all of his data, unfinished and current work right at hand and instantly available, but each has a more comprehensive system than is ordinarily found.

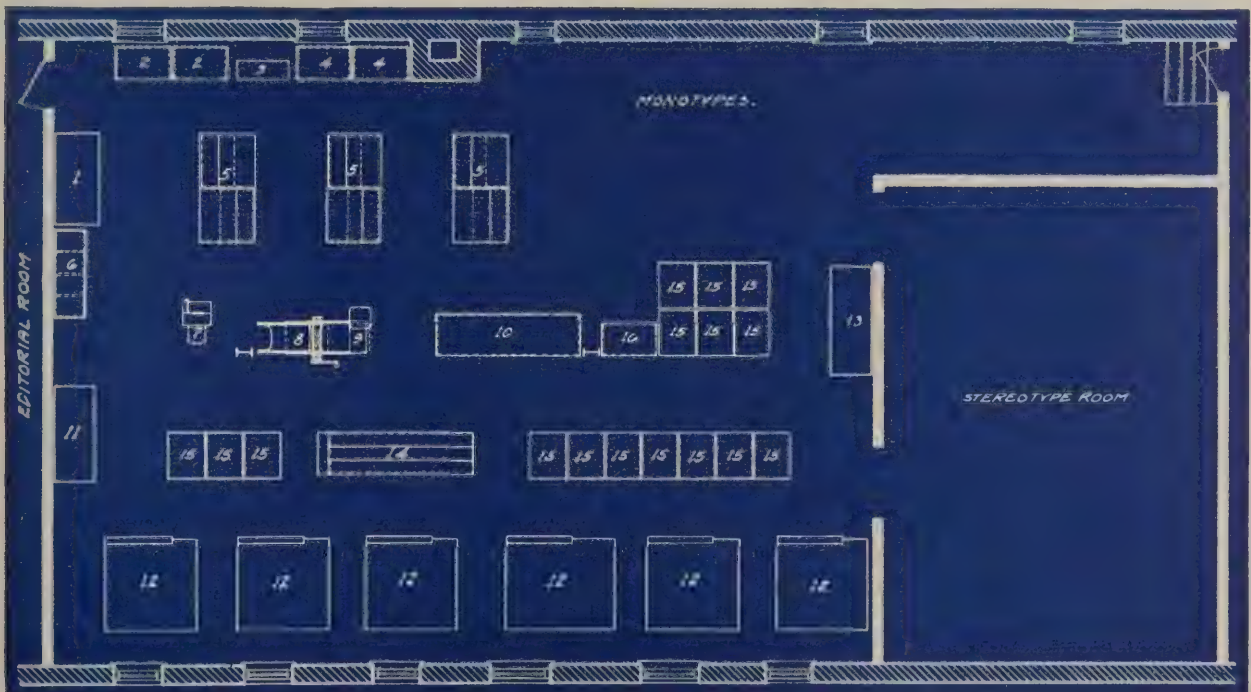
C. A. STRAUBEL, who put in the system, visited many newspaper offices before making the final designs

(Continued on Page 14)



COMPOSING ROOM LAYOUT GREEN BAY (Wis.) PRESS-GAZETTE

PREPARED by the Engineering Dept., American Type Founders Co. KEY: 1, Foreman's Desk; 2, News Machines; 3, Machinist's Cabinets and Bench; 4, Dumping Table; 5, News Proof Press; 6, Hamilton Proof Readers' Desk; 7, Correcting Table; 8, News Assembly; 9, Makeup Trucks; 10, Foreign Ads; 11, Cut Cabinet; 12, Ad Machines; 13, Ad Type Cabinets; 14, Flat-top Type Cabinets; 15, Surplus Materials; 16, Miller Saw; 17, Rouse Mitering Machine; 18, Local Ad-Cuts; 19, Wesel Proof Press; 20, Ad Receiving; 21, Miller Saw; 22, Galleys; 23-24, Monotype Machines, with Lead and Rule Casters; 25, Sorts; 26, Monotype Work Bench.



APPLETON POST-CRESCENT, ANOTHER KLINE-TURNBULL PROPERTY

THIS Layout is also by the American Type Founders Co.'s Engineering Department, and Recently Installed. KEY: 1, Foreman's Desk; 2, Single Type Cabinet; 3, Space and Quad Cabinet; 4, Single Type Cabinets; 5, Ad-Makeup Type; 6, Cut Cost Unit Cut Cabinet; 7, Miller Saw; 8, Wesel Proof Presses; 9, Cut Cost Proof Paper Cabinet; 10, Ad Receiving; 11, Proof Readers' Desk; 12, Linotypes; 13, Machinist's Bench; 14, Makeup and Dump Table; 15, Trucks; 16, Headletter Cabinet. (Equipment is Similar to Green Bay. The two Cities are about 35 miles Apart, and Both in the Fox River Valley Paper Mill District.)

DIFFICULTIES TAKEN OUT OF BOTH FILING AND FINDING

for the *Press-Gazette*. In commenting on the outfit of this newspaper, he said:

"In a newspaper plant there are these important departments—General Office, Circulation Department, Advertising, Accounting and Editorial, all of which must work in close harmony.

"The *Press-Gazette* general offices have the files for general correspondence in three groups—for the current year, year preceding and the year before that. Next year, the lower drawers containing 1923 correspondence will be transferred to transfer cases, but at all times the three latest years will be instantly accessible, and correspondence dating further back can be referred to conveniently.

"Unlike many offices where various office forms and stationery are stacked up on shelving and in cupboards, the *Press-Gazette* stores them conveniently in our vertical files and thereby saves more than fifty per cent of storage and floor space and keeps them in better order, due to the automatic compression.

All filing has been centralized in these general files as far as possible. Here will be found the correspondence for the circulation department, accounting department and a subject file which is used exclusively for special reference by the editor-in-chief.

NEWSPAPER offices must have readily available back issues. In one group of files under the west counter are these papers all vertically filed under safe compression and a paper of any day of the year can be quickly had. (Rouse files are used in this department.) Compare this with the usual method of storing papers on shelves or the inconvenience of box drawers. There are also volumes of Rouse-filed papers hung in special roller racks. These are for permanent reference and no issues are to be removed.

"In a separate department off the advertising side is the attractive advertising conference room. Here Automatic counter high files containing advertising mats, etc., and a large table for laying out advertising copy are of great benefit to *Press-Gazette* advertisers.

"Each Auto-Utility desk (and every *Press-Gazette* desk man uses them) was laid out for the particular work of each individual. The stationery and forms are held vertically in Automatic V Expanding file drawers. The usual desk is very apt to become a burying ground for forgotten work.

"Connecting the circulation and advertising departments, and in a convenient central location, is the Cashier and the Accounting Department, equipped with desks and counter high files, all for the quiet, quick routine which is so highly desired. Cancelled checks, time cards, unpaid invoices, etc., are instantly available.

LET'S go to the second floor now—to the Editorial department. Every individual is equipped with Auto-Utility desks properly arranged for each one's individual work.

"Here are the counter high files containing thousands of mats of prominent people, places and views—of clippings, obituaries and cuts. All are filed vertically in alphabetical order. The mat or clipping containing several items is filed alphabetically by the most impor-

tant name or subject. Cross reference cards are filed under various names, and also direct to the single mat.

"The old way was to file mats and clippings by the number which required at least one card for each filed alphabetically. Now in the majority of cases, reference is made direct and making out cross reference cards is eliminated except for certain ones containing matter about a number of persons, places and the like."

Editor's Wife, Keeping House, Works Out *New Woman's* Page

Explains Extraordinary Values That Can Be Put Into the Feature, If It Is Handled Right

By FLORENCE RIDDICK BOYS

Of the Plymouth (Ind.) Pilot

(Director of Women Speakers and Women's Publicity Editor in the 1925 Republican National Committee's Campaign)

MY IDEAS about women's pages and features in newspapers were begun and worked out on my husband's paper. My reward is a feeling that I am really helping not only the publisher and my husband, but also women of my generation; many pleasant associations with women and with editors, and a little measure of profit coming from the syndicating of my pages to newspapers — this angle came when I found that our feature was being copied by other papers over the state. The money return is my least concern. As a business I have never given the matter a real try-out. I love the work.

A real woman's page makes the newspaper a trade paper for woman, the housewife.

No one thinks women could successfully write the men features. Neither can men successfully write the women's features.

Values of Woman's Page

A HOME-paper is worth more than a street paper, and to get and keep a paper in the home one must appeal to the woman reader. A woman's page gives the newspaper a higher tone.

In the following cases, a woman's page is especially valuable:

1. *If you have raised the price of your paper and want to keep it up, or if you want to raise it and must add to its value to do so.*

2. *If you have a tempting field and want to keep competitors out. In that case, you must fill the whole field and give the best possible paper.*

3. *As a bait for ads. Play up that value to advertisers. They may not realize that value unless you make it clear to them, but they will see it if you do.*

4. *In making a circulation drive it adds to attractiveness and makes a talking point.*

5. *If you want the satisfaction of feeling that your paper is helpful to the homes of your community.*

"Truck" No Longer Gets By.

WOMEN are still pioneers in public life. As they become more active outside the home, they are making their influence felt with editors and there is a greater demand for woman-copy—the real kind! I have learned to welcome women's pages in contemporaries.

A woman's page not only requires the right kind of material, but it must be written well enough to interest women, and well enough to get by the editors. The latter must be made to realize the demand for high-grade, practical, interesting, truly valuable woman-copy.

I cannot remember when I did not want to write, and try it. My training has been in college, and as teacher, wife, mother, club woman, civic worker, and in business and politics. As the wife of an editor, I have been much about a newspaper office and have filled in at almost all of its jobs in turn.

If I were to presume to advise other women's page editors, I should say: Live, be rich in common experience; know, love, and help people; know Mother Goose, Alice in Wonderland, Aesop's Fables, Grim's Fairy Tales,

mythology, and the Bible, for allusions. Know housekeeping, children, clubs, women. Write full of the experience of life, the more the better.

Do not strain, but write as you talk, as neighbors chat over the back fence; but usefully, as you would advise your younger sister. Formerly I wasted a lot of energy sighing for genius, as Jacob wrestled with the angel. One could tackle such a job as dish-washing or reporting, but how could one produce creative work? I came to realize that what the editor wants is to employ someone to work for him, conscientiously, interestingly, if wittily and brilliantly so much the better, but *helpfully* at all events.

Nothing Seamy or Silly

I WANT my copy to be full of sweetness and light, that it will not leave a bad taste in the mouth. I will not play up the seamy side of life nor the cynical nor pessimistic.

People do enjoy a certain amount of solid reading matter, if interestingly put. The writing should be interesting, homey, strong, human, cheery, and decent.

Do not use jokes which have a sting or reflection on womankind, as the mother-in-law joke, or those implying that women talk too much. Avoid preachy matter, propaganda, wrangling, low grade drivel, "heart-problems," love triangles, political arguments, and extremism, hobbies and fads.

Nine women out of ten are just "Mrs. Average Smith," a woman of about 35-55, and she is not a type, but a combination of all types. She is housekeeper, wife, mother, business woman, club woman, reformer, and always looking out for new ideas. She is not a "high-brow," not a moss-back. She wants good stuff for her reading matter and she recognizes and appreciates it when she gets it.

How to Find Good Copy

MATERIAL for copy may be gleaned from many sources. Like an octopus, I go about continually feeling for new ideas. I find it in trips through stores, in a vast fund of family life, experiences of neighbors, listening in at woman conversations, in government bulletins, in books and magazines. One must study much, but there is scarcely anything which touches one woman's life which may not be made



MRS. FLORENCE RIDDICK BOYS

Mrs. Boys is the wife of Samuel E. Boys, Publisher of the Plymouth (Ind.) Republican, an Evening Daily; Circulation Approaching 3,000; local population, 5,000 and County 25,000

to contribute to the interest or profit of others.

In a filing cabinet, classified as an encyclopaedia, I have material on every possible topic which concerns woman. I take a score or more of publications. I glance over and file and classify the matter in these, and when I want to study up a subject, I have a dozen or more articles on it.

Ads in a paper with a woman's page are worth more to advertisers since women buy seven-eighths of the goods bought over the counter.

An Editor's Wife? Must She Act Like a—Preacher's Wife?

("NPJ" STAFF CORRESPONDENCE)

MRS. BOYS has given careful attention to her duties and responsibilities as the wife of a successful editor,

in a smaller place where such things count, and always will count. She does all her writing at her home, and is usually at home, except during the few weeks of work in the two last Republican campaigns, at Washington and Chicago.

The woman who wrote pamphlets, data, arguments, etc., used by women speakers in the last Republican campaign, in her home surroundings in no way suggests, by word or action, other than a woman who is primarily a homelover. She is not a "reformer" type, but the "mind-my-own-business" type, impersonal in her attitude. She is well posted on her husband's business and newspaper problems, in a wifely way.

One of the subjects she puts into the woman's page of the *Pilot* is, *House or Home?* She has an article like this for a leader each day. Here's a sentence from *House or Home*:

"The tendency of housekeeping is to drive the family out, for they disturb the spotlessness of the house. The homekeeper draws the family in."

YES, she prints recipes. In a recent one for Kohl-rabi, she started off like this: "Kohl-rabi is not a cross between a fuel and a high priest. It is a vegetable, a hyphenated turnip-cabbage. Instead of having its goodness in the root or head, it swells up mid-way and stores it in its stem." And,



HOW PUBLISHERS' WIFE HEADS UP HER PAGE

It Was Designed to Carry Out the "Tone" of the Matter Which, She Knows From Experience, Interests Her Sisters.

"Children enjoy raising kohl-rabi, both because it is so odd looking, and because it is ready to eat raw. They love to run to it, pull, strip and eat, adding salt perhaps.

"Kohl-rabi, in the market, should be tender enough to dent easily with the thumb nail. Cook it as you would turnips, in a small amount of salted water. It may be mashed, sliced and creamed, or cooked with pork as cabbage is. Cold, cooked kohl-rabi is good in salad."

Mrs. Boys believes in writing for her page about dress, but rather about principles than details. She also believes such a page must have something seasonable. In the Spring of the year

she has 150 to 200 words about preparing the house for hot weather: "Time to discard the heavies and dress the house for warm weather," and so on. Other regular portions are some paragraphs of an editorial nature on current news topics, a few jingles, and *Smiles*. Here's one of her *Smiles*:

"I'm so miserable every minute you are away," she wrote.

"Your message makes me so happy," he replied.

* * *

As a keynote to her ideals, here is a paragraph from one of her pages: "The big things of life are good. Why surrender to the little things."

F. O. EDGECOMBE, MPJ

*Loss of Eyes Thirty-three Years Ago
Fails to Stop Exceptional Successes*

By JOHN L. MEYER

WITHOUT being able to enjoy any eyesight during the greater part of his working life, Frank O. Edgcombe, owner and editor of the Geneva (Neb.) *Signal*, has performed a remarkable record as a successful country publisher, and another climax in his unequalled career was reached when he was elected president of the National Editorial Association at the 1925 annual convention.

He has held a long list of official places, and functioned efficiently and constructively, in a number of sectional and state press organizations. He is as far, possibly farther, from retiring or relinquishing his work than ever in his busy life. Ten competitors—if not more—in his county have in the course of time been absorbed by the *Signal*.

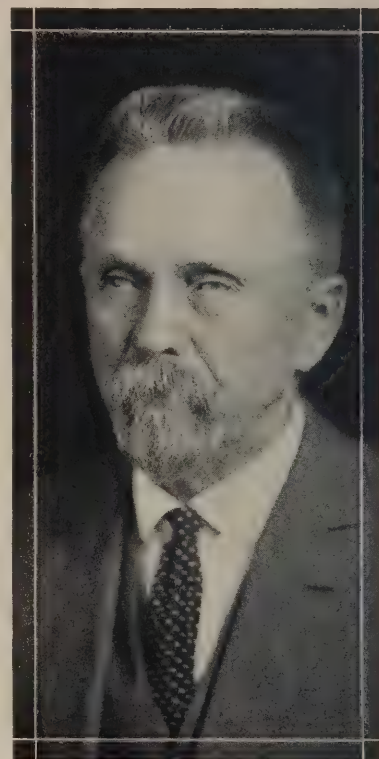
IF this article is brought to Mr. Edgcombe's attention and he desires to get its content, he will hear it through the eyes and voice of a trained reader. Thus he has read "NPJ" for a long period. I have had letters from him as to experience articles or items in this magazine, which show an even greater, *used* power of concentration and knowledge of his business, and the problems of the entire profession and business, than I ever heard him credited with. When you visit him, he takes you through the shop personally. He can lay his hands on anything in the office and plant.

He has a remarkable ability to explain intricacies of the printing and publishing business,—the mechanical side and all other departments—to the uninitiated and inexperienced. Watching him telephone, receive and handle callers, take up collection matters, and all that, and you would not think for an instant that Mr. Edgcombe is bereft of one of the senses, of *eyesight*. He can "see" much better than many who have useful eyes.

HIS paper has won many contests, and more especially for editorials penned by himself. He keeps regular, working hours; the same as his employees. He attends conventions everywhere within reach.

Here are some of the *Experience* which Mr. Edgcombe can give you—only a part of it, a small portion:

President of N. E. A.
For 1925-26



FRANK O. EDGECOMBE

Owner and Publisher
Geneva (Neb.) *Signal*

◆ ◆ ◆

One Governor's View of the Press

Staff Correspondence, in
Milwaukee (Wis.) Journal

GOV. BLAINE, (Wisconsin), in vetoing the bill increasing rates to be received by newspapers for the publication of election and other legal notices, declared the advance in rates to be too great, increasing cost of legal publications 'thousands, if not hundreds of thousands of dollars.'

"The newspapers generally are great sticklers about economy, but when it comes to supplying their own bank account, that presents a horse of another color, and their plea for economy becomes inarticulate," he said. "There is no reason for placing these notices upon a commercial basis. Commercial advertising rates carry a large overhead expense in the solicitation of advertising. In many instances it carries an overhead expense and that is the control of the editorial policy as well as the news gathering policy of the paper."

"(The above is a correct and exact quotation from the veto message.)"

"We maintain a paid-in-advance circulation of 2,600 copies, the year 'round. It averages a little higher in the winter. We have a simple, effective system of checking circulation. If a subscriber's time expires Thursday, he gets his newspaper of that date, and if it expires the day before, he does not get it—at least not until he renews. We carry no dead weight.

"We cover our county completely. Adopting an advertising slogan, 'There Are Reasons,' we assumed that one of the reasons is a very complete correspondence system, which enables us to cover all sections of our county so that we make what we claim and we claim what we make, a county newspaper, and the only one that makes any attempt to cover the county.

"We have twenty-three agents. We pay those agents for the news service in cash from 2 cents an inch to \$8 a month, paying bonuses to those who are on the inch basis, if they deserve it. We have a very complete news service.

"About twenty-five to thirty per cent of our reading matter—varying, of course, according to circumstances—is correspondence sent in by our twenty-three agents. We compensate the agents further, some of them quite

largely, by commissions on subscriptions and advertising and job printing. Some of them send in considerable job work, and nearly all send subscriptions.

"We have found that the better service we give in our local correspondence in any community, the more subscribers we gain and maintain.

"Back of a successful correspondence system must be careful editing. Elaboration is essential, as is the ability to sense the news value and put it in the lead. The editor must remember that country correspondence is also a town service."

AFTER starting working life as a banker at Rulo, Neb., Mr. Edgecombe got into newspaper work at Falls City, soon owning a weekly property with job office entirely. More than 30 years ago he came to Geneva. He has been interested in agricultural publications and dailies. He has been fond of his long work as treasurer of the famous Nebraska Press Association, as its president, and now as a director. An accident due to a hunter in an adjoining field, during a prairie chicken hunt in 1892, resulted in blindness. Mrs. Edgecombe as well as her husband, did not give way for a moment to the condition, and have kept going in the work even though, as is reported, their financial condition easily would make retirement possible.

Mr. Edgecombe has made the same arrangements which any other publisher of his high calibre and experience would make for handling the presidency of the N. E. A., and his personal touch will be felt throughout the entire organization and in every detail of office.

N. E. A. CODE OF ETHICS

*Adopted at the
1925 Convention*

WE BELIEVE in the newspaper profession, that every newspaper is a public service institution deriving its power and usefulness from those who read it, that those who enter this calling should be trained men and women, prepared to devote their lives to the best interests of the people in unselfish service.

WE BELIEVE that every newspaper should be a loyal supporter of the Constitution of the United States and an advocate of the enforcement of law.

WE BELIEVE that nothing should be printed in a newspaper which may not be read in the home.

WE BELIEVE that truth should be set as the standard for every newspaper in news, editorial, advertisement and circulation.

WE BELIEVE that only such newspapers as strive to maintain the highest ideals of truth, justice, honesty, fairness and decency in all departments deserve the support of the people and we pledge ourselves to maintain as best we may these standards.

Farm Letterhead Score Card

Prepared by A.-J. Student

*Publication Follows an Exhaustive Study of
Specimens and Printer-Publishers' Counsel*

THE following "Score Card for Farmers' Letterheads", for use in judging printing jobs of this kind of stationery, was prepared by a 1925 graduate of the Department of Agricultural Journalism, College of Agriculture, University of Wisconsin, Madison, Wis. The department is widely known over the country for its encouragements to rural newspaper progress and complete contests for community newspapers, often held in connection with press association gatherings. Prof. Andrew W. Hopkins is at the head of the department.

SCORE CARD FOR FARM LETTERHEAD

I. COPY—25 POINTS, MAXIMUM

- | | Points |
|----------------------------|--------|
| 1. Does it contain | |
| (a) farm name | |
| (b) owner's name | |
| (c) post office, R. R. | |
| (d) trademark | 12 |
| 2. Concise and dignified | 5 |
| 3. Does it create interest | 8 |
| | 25 |

II. TYPE—20 POINTS, MAXIMUM

- | | |
|---|----|
| 1. Is it appropriate | 4 |
| 2. Attractive, clear face, plain, not too bold | 4 |
| 3. Is it easy to read | 3 |
| 4. Size and style—16-20 pts. i.e., Caslon, Cheltenham, etc. | 4 |
| 5. Character of cuts or illustrations, if used | 5 |
| | 20 |

III. DESIGN—20 POINTS MAXIMUM

- | | |
|--|----|
| 1. Simple, tells a fact, easy to grasp | 5 |
| 2. Use of "trademark" or farm name | 4 |
| 3. Does it attract attention | 2 |
| 4. Good use of color combinations | 4 |
| 5. Does it detract from letter | 5 |
| | 20 |

IV. PAPER—15 POINTS MAXIMUM

- | | |
|--|-------|
| 1. Suitable color—white preferred | 4 |
| 2. Does it take typewriter or pen and ink well | 3 |
| 3. Good stock, weight, and size— | 5 |
| standard size— | |
| full sheet—8½x11 inches | |
| half sheet—5½x8½ inches | |
| 4. Does it print type and cuts clearly | 3 |
| | 15 |

V. ENVELOPE—5 POINTS MAXIMUM

- | | |
|-------------------------------------|---|
| 1. Does it match envelope | 1 |
| 2. Type size for farm name | 2 |
| 3. Use of farm name or "trade mark" | 2 |
| | 5 |

VI. GENERAL APPEARANCE—

15 POINTS MAXIMUM

- | | |
|---|---|
| 1. Does it create a favorable impression, attractive | 4 |
| 2. Is it appropriate, simple, dignified, easy to grasp | 5 |
| 3. Is it an aid in "selling the farm," or any of its products | 6 |

TOTAL MAXIMUM 100

THE scorecard was prepared in thesis work by Herbert L. Kropp, who gathered suggestions for it from various sources, including newspapermen and printers, after giving the subject a long period of study and analysis.

The subject is of rapidly increasing interest to publishers and printers, especially in the agricultural, dairy and similar communities of the United States and Canada. Just as printers in the larger cities and towns not so very long ago had to go through a period of, first, selling the "assets" involved in good and appropriate stationery to business and professional men and, second, to overcome "bad notions" of customers as to these items, so the community newspaper-printer in a great many sections is still in a position of having to meet the same problems and work with his clientele.

IN A number of instances, contests of printing for farmers are being added to the more distinctly newspaper contests held by associations and others. When the newspaper championship contests began to offer awards for the best "Community Service" and "Agricultural Pages," the way was opened for the addition of entries of farm letterheads, envelopes, business forms and other printing used on farms.

Such contests are attracting much needed attention. It is a fact that in many localities printers have as yet largely failed to see and grasp the opportunities in these directions for increasing their job department service and profit.



RECORDING OF TIME FIRST ESSENTIAL TO P-J SUCCESS

HENRY M. ELLIS, *Executive Secretary*, Milwaukee (Wis.) *Typographer*—"The installation of time clocks in industry marked the departure of 'business by guess' and arrival of 'business by fact.' In no line of industry is this truer than in that of printing. The accurate recording of time is the first essential to success in the printing business."

They Don't Know if They Are LOSING on Advertising

*Or MAKING MONEY, Because They
Haven't Brass-Tacks Cost Findings*

LEAVES FROM THE 1925 N. E. A.
ADVERTISING COMMITTEE REPORT

ADDITIONAL dollar-and-cents evidence that there is a big measure of truth in the statement that despite rising costs, "90% of the country newspapers are selling their advertising service at or below cost, or at a price so close to cost that there is no adequate return on the investment," is to be found in the 1925 report of the Advertising Committee of the National Editorial Association, consisting of Herman Roe, Northfield (Minn.) *News*, chairman; W. H. Bridgman, Stanley (Wis.) *Republican*, and O. J. Benjamin, Nevada (Ia.) *Journal*.

N. E. A. committees have for some years gathered experience figures of newspapers to get the facts about the cost, and about the revenue, of the advertising services of country newspapers. The work has been educational in purpose and character.

This work can be made to fill an aching void, and is already helping to fill it, "in spots".

FOR the 1925 report a member of the committee succeeded in collecting dependable information regarding costs of advertising service from typical newspapers in a state where much progress has been made in installing standard cost finding methods. They are 1924 figures and no comparisons are available with previous years. The report says:

As the result of this compilation, one cannot fail to be impressed with the surprising uniformity of the cost figures of papers of widely different size and widely different circulation.

The cost figures given include no profit; they are actual cost. The method used was to deduct circulation receipts from the total cost of producing the paper for the period and dividing by the number of inches of advertising space sold. (See Tabulation.)

"Compare these figures with those presented in the 1923 Advertising Committee report, where a ten-year summary of the cost of producing a weekly country newspaper of 2,000 circulation, averaging 10 pages per issue, revealed the astonishing increase in the cost of an inch of space from .186c in 1913 to .44c in 1922.

"The facts are that production costs are not going down in the country field; demands for service, to both advertisers and subscribers, on the other hand are constantly increasing.



HERMAN ROE

*Publisher, Northfield (Minn.) News
Chairman, N. E. A. Advertising Com.*

WHAT is the answer? There is only one sure and dependable compass which will aid the publisher in piloting his paper into profitable channels and that is a cost system . . . When

he knows his costs he will cease to sell below cost.

"This seems a logical place in this report to incorporate the N. E. A. schedule of advertising rates for weekly newspapers, with the comment that the committee considers the rates recommended as very conservative:

For 500 or less circulation	25c
For 1000 or less circulation	30c
For 1500 or less circulation	35c
For 2000 or less circulation	40c
For 2500 or less circulation	45c
For 3000 or less circulation	48c
For 3500 or less circulation	51c

Cost of Advertising Composition

WITH the country merchant copying his big city competitor and loading up his advertising copy with cuts, reading matter and price quotations the publisher of the country weekly finds that in some instances he is charging a space rate that does not do much more than cover the composition cost . . .

"While not prepared to recommend a policy that will apply generally in such cases your committee does entertain definite opinions regarding the question of making an additional charge for advertising composition in certain cases, and submits for consideration these axiomatic facts:

"The cost of white space used by all advertisers is the same. But there the uniformity of the service ceases. At this point the cost system should be applied and every advertiser should pay for his space just what every other advertiser pays, then he should pay in addition what it costs to produce the advertisement. An application of the cost system to the production of many advertisements would be highly illuminating to many publishers, as it would to some of the space buyers who are helping to pay for the advertising of their competitors in business. Other lines of business are learning to charge each of their patrons for exactly the service or the merchandise which they receive plus a reasonable profit. The printer and publisher will never be on the way to a place in the confidence of the public until he does likewise."

In the report appears the following, among commendations for several trade papers:

"The editor of the *National Printer-Journalist* also deserves a bouquet and special word of commendation for publishing a series of informative articles on the Simplified Cost System."

ADVERTISERS TO CLEAN UP NEWS COLUMNS, TOO?

ADOZEN years ago advertisers reached the conclusion that pages filled with disgusting, offensive or deceptive advertisements were not suitable places to display honest commercial announcements. As a result the advertising pages of the press have been notably cleaned up. Perhaps the time is in sight when those who purvey goods for the household will hesitate about offering them through the columns of newspapers which careful people exclude from the household circle.

—Boston (Mass.) *Christian Science Monitor*

WHAT COST FINDING SHOWED SIX PAPERS IN ONE MID-WEST STATE

(Note Italics Paragraph in the Article)

Total Cost of Paper	Circulation Receipts	Balance of Cost to be met by Advertising	Inches Sold	Cost per Inch of Advertising
1—\$ 9,732.27	\$1,487.04	\$ 8,245.23	30547	.2699
2— 16,735.86	4,596.35	12,139.51	45192	.2686
3— 12,721.21	2,273.50	10,447.71	33540	.3115
4— 11,320.33	2,874.53	8,445.80	39356	.2146
5— 7,556.90	1,554.60	6,002.30	21560	.2784
6— 10,125.40	1,283.46	8,841.94	34560	.2577



PARTNERS IN PEPPIFYING A WEEKLY PLANT

F. E. MOORE

TOM BURNS

Publishers of the Lakeview, (Mich.) Enterprise

Made Their Paper *Wanted* by Merchants and Readers

High Spots in Working Out a Progress Plan for a Weekly in a Town of Less Than 1,000

By NORTON JAMES

LAKEVIEW, Michigan is a town of 886, in a county of 30,441, about 45 miles northeast of Grand Rapids, according to the directories. It has bank, saw mill, flour mill, planing mill, creameries, cold storage and a furniture factory. Its newspaper is the weekly *Enterprise*. In May 1920, F. E. Moore and Tom Burns, printers, got together to take it over. The circulation was 741. The following motto was adopted: *Don't worry what your readers say about your paper, so long as they say something — Make the Paper Wanted*. Today the paid regular circulation is past 1,200.

There was some experimenting. In 1922, the proprietors tipped it over, reached the top of the hill, and got the right perspective — found themselves. From then on the *Enterprise* was under way. Their own recital:

"In April 1922, we inaugurated a 'Get Acquainted Want-Ad Week.' In the previous issue we printed a coupon, entitling any reader to insert a want-ad free of charge in the issue of 'Get-Acquainted Week.' *The coupon had to be used*. This kept out non-subscribers, and held the stunt within control. This plan brought many repeat orders at regular prices for want-ads. It started

the *Enterprise* toward its present record of carrying the largest volume of classified advertising in the county. The plan is used over and over.

"This was but one of a carefully-planned series of special enterprises of

Free Bill Board Space? NO!!

STEPHEN BOLLES, Janesville (Wis.)

Gazette, at Wisconsin Press Association convention—"In riding here from Janesville I saw great billboards. In all cities there are miles upon miles of billboards. They are your competitors. They fill the highways, cut off the scenery, mar the landscape.

"Does the billboard man become the victim of the space grafter? He does not, because he has no free space. He is of the circumambient atmosphere.

"Did you ever hear of a press agent going to a billboard man and asking for free space somewhere else? Then why should you give it?"

the *Enterprise*. We got the big idea, and we tried to keep knowing where we were going. Everything was measured to fit in with our effort to put the *Enterprise* on the map, and make it a wanted paper.

IN November 1922, the local merchants, co-operating with the Lakeview *Enterprise* held their first Dollar Days, a 3-day plan, and the merchants advertised, mailed 4,000 circulars, 24 x 36, and purchased 3,000 sample copies of the Lakeview *Enterprise*, which were mailed through the newspaper's office. Again in November 1923 the merchants acted, and increased the number of circulars and sample papers to 5,000 of each, and included free moving picture tickets in our local theater. There were hundreds that failed to see the show because of lack of room.

"In the next year, the merchants did not use the circulars, but the newspaper circulation was increased to 7,600. This is, incidentally, the largest quantity of weekly newspapers ever distributed by any newspaper in the United States from a town the size of Lakeview, so far as we know. In addition to this the merchants again purchased the use of the theater and showed free movies to hundreds of people who came from distant points to take in the show and trade on Dollar Days in Lakeview.

"The week of March 24, the Lakeview *Enterprise* in co-operation with the automobile dealers of Lakeview, inaugurated the first automobile show ever held in Montcalm County and it proved very successful. The automobile section consisted of 16 pages, and carried lots of advertising.

"Montcalm County is a great potato growing center. The *Enterprise* in conjunction with the Michigan Agricultural College held a potato show. This was followed by adjoining towns, because of the popularity and success of the Lakeview show.

"Naturally, we have a few non-advertisers, but to our gratification they admit after each one of our Dollar Day events, that they did a wonderful business, and some day they will wake up wholly. This is the greatest problem that the small town newspaper has to contend with. Would like to have some of the other publishers tell how to make the 'leeches' pay the shot."

THE senior member of the firm is F. E. Moore and has thirty years' experience in the newspaper business at Lakeview. He is not only a crack linotype operator, but an expert linotype machinist. The Lakeview *Enterprise* has never had to call on outside help for the machine.

Tom Burns has had fifteen years experience learning his trade on the Grand Rapids (Mich.) *Herald* under the foremanship of Ed. Loomis, known to all old-time printers in Michigan. He also worked as make-up man on the Milwaukee (Wis.) *Sentinel* and Muskegon (Mich.) *Times*, and was foreman on the Fond du Lac (Wis.) *Commonwealth*.

MISS REA ZULTS (MISS RESULTS)

is asking for fifteen ladies to join her staff and help her on her "Fall House-Cleaning Campaign".

This is work of a light, pleasant nature, with good returns. Just call at the Gary Post-Tribune and let Mr. Littlefield explain it to you.

(See Ad and Story in news Section)

THE POST-TRIBUNE
OFFER IN THE NEWS SECTION. IT

TWENTY-FIVE DOLLARS

Will be awarded to Mr. or Mrs. Someone of Somestreet, Gary, Indiana, on next Saturday, October the 18th, at 7:30 p. m.

WILL YOUR NAME BE THE WINNER?

Not unless you cut out and mail in a coupon before Saturday afternoon at 2:30 o'clock.

DO IT NOW

(See Story and Coupon in News Section)

MISS REA ZULTS (MISS RESULTS)

WANTS FIFTEEN MORE
LADIES TO ASSIST HER
WITH OUR BIG CAM-
PAIGN.

For particulars, call of the Gary Post-Tribune and ask for the Want-Ad Campaign Manager.

(See Ad and Story in news Section)

A FEW OF THE "HITS" IN A STRONG CLASSIFIED CAMPAIGN

Gary, (Ind.) Post-Tribune's Successful Curves Described in an Installment of the "NPJ" Nation-Wide Symposium on Promotion

It Costs Money to Sell Advertising Space; Check Up With These Figures

Publishers Often Overlook This Necessary Item in Figuring Rates, Making Budgets and Laying Plans for Progressive Steps

A NUMBER of dailies in cities—enough to produce figures that are at least indicative—have reported their advertising selling costs for the benefit of research by the Association of Newspaper Advertising Executives. The cities range in population from 48,000 to 2,700,000 and the circulations from 22,700 to 400,000.

The total cost of selling advertising ranged from 5% to 14% with an average of 8.34%. The sales cost for local display ranged from 2.84% to 11.1%, average 6.08%.

National advertising cost ranged from 4% to 20.2%, average 10.75%. The national advertising cost included special representatives and merchandising departments but not agency commissions.

In classified advertising, the selling cost was reported as 4.49% to 23.3%, with an average of 12.40%.

The total number of people employed in the advertising departments of these 15 newspapers ranged from 15 to 172. Local display departments employ an average of 12. National, not including special representatives, but including national salesmen working from the publication office and merchandising service men average 5. Classified departments averaged 1 to 12.

THE Inland Press made a survey of this character among 61 newspapers from about 10,000 circulation to 25,000. This has been published in "NPJ."

They found that 73.1% of their revenue came from advertising, and 25.8% from circulation. The remaining 1.1% came from miscellaneous sources such as waste paper, old metal, etc.

Editorial department expense, including pay roll and other expenses, was 13.1% of the total revenue. The advertising department was costing them

7.1%. They found that circulation was costing them 13%, while the mechanical department was taking 38.7% of the gross revenue. They found general administration expenses were 16.7%.

M. L. BURTON (late president, Michigan University): "I like a paper that accepts its freedom in terms of responsibility for public welfare."

CLEVENGER, Claremont (Va.) *Herald*: "A good radio maketh a silent wife. (And) you can go out during acts without stepping on anyone."

TITUS, Ad-Manager, Brooklyn (N. Y.) *Eagle*: "A creative idea insures an advertising solicitor a welcome, wherever he goes."

GRAPHIC ARTS JOURNALS' ENVOYS TO EXPOSITION BOARD ELECTED

Plans Begun Several Months Ago to Further Educational Enterprise, Being Worked Out

IN CONNECTION with the Graphic Arts Exposition Board, started some months ago to meet the desires of all the factors in the field to have all such expositions timely, fully representative and highly educational, a number of groups were established. This will make possible more comprehensive work and results. A group of the Graphic Arts Journals is among these organizations.

Chairman R. W. Nelson of the Board has just received the returns of a canvass of the Graphic Arts Journals' ballot on their representatives upon the Board, the vote resulting as follows:

Chairman of the Group: E. H. GLEASON, *Inland Printer*, Chicago;
Secretary of the Group: W. R. JOYCE, *American Printer*, New York;
Delegates to the Graphic Arts Exposition Board: E. H. GLEASON, and PAUL C. TREVIRANUS, *National Printer-Journalist*.

The vote was canvassed by Edward T. Miller and O. H. Kepley.

EDITORIAL

Why the SLUMP : : : in the SUMMER Time?

By JOHN L. MEYER

Managing Editor, National Printer-Journalist

THE HUMAN mind—and by *mind* I mean not brain but the spirit and motive and purpose which “fathers” thought, whatever may be in hand at any moment—thinks almost always to justify *one* self, *itself*. This fact cannot be successfully dodged. Facing it squarely, one may begin to get to the bottom of certain creations of custom and common usage, such as the *summer slump* in the newspaper:printing field. The search is at least interesting. It is *necessary*, if one really desires to find the remedy; for flappedoodle and inspirational stuff have shown themselves to be utterly vain. They haven't any kick in them, at all.

Accepted authorities define “human” mind as the sum of all thought which seeks to further its own, finite, “selfish” foibles, wishes and aims—usually based upon some form or guise of fear for self, or fear for self in the cloak of fear for others. These authorities measure mental (and, therefore, *all*) progress by the approach of any one or any group of thoughts to an *ideal* “mind” with broadest infinite motives, purposes and qualities. Thoughts so born and inspired, and their effects, have to do with *general* progress, *universal* principle, *infinite* order and sanity. The process appears to be, actually following one's highest sense of right and truth—the while seeking a constantly higher, more universal sense of right and truth to think and act upon.

Such teachings leave no place for merely deriding the custom of “laying down” in the summer; nor at any other period or occasion where self-justifying mind “finds justification”. It leaves no room for merely ignoring the custom.

WHAT is wrong with seeking freedom in the glorious summer? *Nothing at all*. The manner of search may be wrong; the application of the remedy may be “all wet”. The summer (in our bailiwick, anyway) is the year's greatest and grandest opportunity for renewing the “mind,” with us ordinary mortals. The great out-of-doors, with its nature-made inspiration to broader and less cramped and cramping mental views, beckons enticingly. The office and shop become, by contrast, confining, imprisoning. The out-of-doors is yearned for as counselor, physician and spiritual adviser.

We are beginning to find such values also in the winter months, in the out-of-doors of snow, ice and winds, and we sometimes feel the glow of a hope that we will find these values in all seasons and in all places, anywhere at any time. We of today are not as doubtful about the attainment, the reality of ideals, as earlier ages. If any season, occasion, word or song—even of the birds and brooks—helps us thusward, it cannot be either sin or poison.

BUT, there is a great, unjustifiable economic and spiritual loss in *overplaying* of “summer slump”—which is without question the effect of mistaken, self-justifying “mind”. In this are seen glaring examples of types of fear for self, and fear for self under the guise of fear for others—“self-will, self-justification, and self-love.”

There are actual, real and rightful needs to be supplied in the summer as well as at every other period of this life. There are variations in the needs and requirements; indeed, specific summer needs, existing only because of the differences in seasons and our reactions to them.

The needs exist; supply must be on tap. Seeing and supplying needs only because and when there is a “rush” is more dangerous than the temptations of “slack” periods. Supplying needs, being ready at all times to supply needs with the “mind” of actual, real profit and service—is that not the real objective of life, and its opportunity? *i.e.*, taking each moment, each day, as it comes with its varying demands and experiences?

With such “spirit”, summer slump, winter blockade, post-holiday reaction and whatnot, are not and cannot be occasions for regretful loss, failure, backfires and disturbance.

I WAS started into these thoughts this fine summer morning by a circular (*) among the hundreds which come over my desk—I make it my business to see all the advertising matter of those who serve the printing:publishing field, which comes to our large organization, with its seven monthly trade magazines and the plant which produces them. It is constant delight to note the high-grade, *positive* class of advertising matter of today in the printing:publishing field.

It is far more than *honest* advertising, in most cases; for, it is far more free from negative suggestion than the run which advertising men in many other fields (consciously or unconsciously) let into their work. *It is pure advertising*. The piece of this morning comes at a season when a *lot* of *suppositions*,—*negative* suppositions—in the form of advertising, are appearing in public, evidently to overcome the vagary of “summer slump,” but patently overlooking the fact that *True Service is always in order*; needed, wanted and necessary and profitable, at any season.

The particular piece of advertising I refer to, shows too how readily assimilated is a concentrated, fear-less appeal, wholly and utterly omitting the slightest tinge of the negative, seeing only *ever-present Opportunity to Serve*.

IN THE printing:publishing field there is a growing realization of fundamental truths regarding the so-called summer slump. We printer:journalists find that we are pulled no more than others by the out-of-doors and what's really behind the pull; by the panorama of the thousands going somewhere for a vacation, by other pulls and pushes. And we are finding that it is possible and *quite necessary* to conduct our shops and offices profitably, servicefully, in the summer as well as in the winter, after the holidays as well as before—and *enjoy a vacation, too!* And, find and supply the growing needs for our work and our products *all* the year 'round!

If we feel, still, that we had better *not* advertise at some seasons, let's not advertise at all, rather than advertise negative suggestions—yet, how often the *absence* of someone's advertising in an accustomed place is itself patently and glaringly, a piece of *negative* advertising for that someone!

And, *WHATSOEVER a man soweth, THAT shall he also reap*. Regardless of creed, philosophy, belief and self—that *law is always at work*. People are beginning to know that, and to act on it, and to *read the absences* as well as the *presents* accordingly to that law. There is no excuse or reason for “laying down” in summer. There are good reasons for an annual program which includes a vacation as certainly as it includes 52 Sundays.

*When the Composing Room Boss, H. B. Rouse & Co., Chicago.

The "NPJ"

SEND AN IDEA

PUBLISHER-PRINTER ROUND TABLE

JOHN L. MEYER, "Chairman"

COMMUNITY BUILDING

COW PATHS ARE AUTO TRAILS—This is the "gospel" Charles F. Collison, agricultural editor of the Minneapolis (Minn.) Tribune, is preaching through the Northwest, in connection with a great campaign of his newspaper, "For a Prosperous Northwest". The following illustrates the point of his argument to the public and, in the same words, to the advertisers: "In parts where the agriculture is diversified and dairying has reached a high stage of development, the number of persons to each motor car ranges from 1.19 to 3.25; but along where single-crop wheat farming has been followed, the number of persons to each car is four or more. The conditions building our agriculture are almost identical with those building your agriculture in other Northwest states. But you must use intensive selling methods. The farmers have learned a new economy. They are buying carefully."



CHARLES F. COLLISON

He declares the region from the Great Lakes to the Rocky Mountains is the "fastest growing dairy realm in North America" and is becoming the "cream pitcher of the world."

"Price fixing propaganda has been coming from regions unacquainted with the dairy cow. Agriculture in the Northwest is not headed wrong. We are following the right path and that path is the cow path. Butter not only spreads on your bread, but it spreads prosperity."

GAINING INTEREST—Lotus H. Loudon, Anaheim (Calif.) Bulletin, is publishing a series of cartoon pictures of residents with "get-acquainted" news stories. (The Bulletin has purchased The Anaheim Daily Plain Dealer. Merchants agreed in writing to support no other paper in Anaheim for five years.)

FARMERS' EDITION PROFITABLE—Over \$1,100 local advertising was carried in a recent Farmers Edition of the Philadelphia (Miss.) Neshoba Democrat, the first in that section and essentially a community building and "linking" enterprise. Publisher C. T. Rand in the same issue announced sale of the paper to R. C. and I. E. Peebles, and "NPJ" learns he, with Edwin Williams, son of Dean Walter Williams of the famous Missouri University School of Journalism, are establishing the Gulfport (Miss.) Gulf Coast Guide, a weekly dedicated to development of the Mississippi coast. Clayton Rand, editor of the Democrat, remains on the staff of the DeKalb (Miss.) Kemper County Democrat, another Rand property. The farm edition was unique in having most of its articles signed by farmers of the community, and a complete program was worked out to show the values of the community and town.

MAKES ITSELF INTERESTING—The Winthrop (Mass.) Sun, weekly, published by the Leonard family—E. H., R. E. and Jessie L., heading the divisions of the well-organized business—is not "orthodox" in makeup, but a file of recent issues proves a far more interesting one than this department usually sees. The impression of complete local news coverage predominates; but, far more

than that: The paper expresses, in constantly varying ways, a keen, sincere interest in its locality. That sticks out in every page. So, it cannot fail to interest its locality. 'Tis the same as between individuals. No one is fooled by "pap", gratuitous "compliments". But, both with newspapers and individuals, finding of interesting facts and mentioning them cordially and sincerely, shows real interest and creates real interest. Nor does this imply a need for solemnity and super-seriousness. It does imply the cordiality such as counts between average persons. The Sun has conducted a successful spring gardening and clean-up campaign, largely by pictures and stories of things actually done. It covered Mother's Day with fine features, plate. No half-way "something". It tells weekly of its news and advertising features on Page 1. Its local briefs are headed, "In the Sun's Rays". And, so on.

TELLING THE VISITORS—The Selma (Calif.) Enterprise used a first-page, 3-column, specially headed feature on the lower half of its first page when the Rotarian district convention was held there, entitled, "Facts About Selma, 'the Home of the Peach', That Visiting Rotarians Should Know." The facts were told in brief, snappy paragraphs. In the center was a bold-face box, "Facts About the Selma Rotary Club."

BETTER CIRCULATION

CLASSIFIED GETS CIRCULATION—In a pre-holiday season, the Brooklyn (N. Y.) Eagle used no display in advertising the newspaper as a holiday gift, but used a lot of classified under various headings and increased the orders over 300% above any previous year for this kind of business.

POSTAL RATE HELPFUL—A number of weeklies in various parts of the country are publishing articles and advertisements showing subscribers that it is cheaper to buy extra subscriptions than to forward their own copies to friends in distant places. Illustration: The Highland (N. Y.) Democrat says it costs a reader 4 cents to mail a copy, or \$2.08 a year, 8 cents more than the regular mail subscription price. In addition, copies purchased from news stands or boys amount to \$2.60 a year instead of \$2.

Greensboro, Rev. James Thomas, of Bar Fulcher, L. the, Mrs. Clifford Hol- secured for the...
Baltimore, Rev. A. L. McHenry and Rev. Augustus, Mr. McKinley, Willoughby most pleasant sitting for all who at-
wife, of Reid Memorial; Rev. J. T. ville and others. tended.

**TO SUBSCRIBERS WHO MAIL THEIR TRUE CITIZEN
TO SOME RELATIVE OR FRIEND EACH WEEK**

The recent change in postal rates which went into effect on April 15th, 1925, will raise the amount of postage you must pay on each copy mailed by you.

THIS WEEK'S EDITION WILL COST YOU FOUR CENTS TO MAIL.

Why pay this when you can have THE TRUE CITIZEN mailed each week to any one you wish for ONLY \$2 a year.

You save money, in addition to the worry of mailing.

THE TRUE CITIZEN
WAYNESBORO, GEORGIA.
44 Years Working for Waynesboro, Burke County and Georgia.

HOW ONE WEEKLY GETS GOOD RESULTS

NEWSPAPER RACES—A number of weeklies are using this plan to advance their interests at community, lodge, and organization picnics which are held everywhere in the current period. They offer suitable prizes. Each contestant is furnished two good copies of the paper. Contestants line up. When the signal is given, each contestant is required to place one of his newspapers on the ground before him, step on it with his right foot, place the second one down and step on it with his left foot. This procedure must be repeated, step by step, until each contestant has reached the goal and returned. Care must be taken not to tear the newspaper.

THEATER PARTY—Mark R. Ball, of the Ladysmith (Wis.) News Budget gave a theater party to which all subscribers were invited. The event was in honor of the completion of thirty year's publication.

WRAPPING MAIL—The Livonia (N. Y.) Gazette is using a specially printed magenta-colored wrapper, carrying a two-panel box: "This is your copy of the Livonia Gazette, published every Friday at Livonia, Livingston County, New York." In the lower panel is the word "For" and a place for pasting the label.

BETTER THAN "CLEAN UP"—The Bemidji (Minn.) pioneer issued a neat booklet at the tourist season opening, with a glimpse of Birchmont, a resort suburb, through a cut-out front cover over the picture of a beautiful summer home, and the text asked the merchants not only to prepare their store fronts and streets for the tourists, but to see that the store window displays constantly show "enterprise, progressiveness and quality".

EXPERIENCE, THE TEACHER—R. A. Peck, Caledonia (N. Y.) Advertiser-Era, noted the unfavorable experience of the Rhode Island publisher with the use of a "mourning card", invented in the mid-west, to get renewals. He writes "NPJ": "After sending two notices to subscribers not paid in advance, 'mourning cards' were sent and papers stopped. Of 190 cut off only a half dozen renewed. What we did was the subject of more comment in the Ladies' Aid Society, among business men, etc., than anything we ever did. Some do not even speak to the editor when they meet him, now. We do not blame you at all for publishing the idea, but thought you might like to know of its effects here. The easterner could not see the point."

PERSONALS GET ORDERS—A Louisiana editor secured a polling list and after three weeks of inquiry and preparation printed a special edition which contained a "personal" of some sort about every person of legal age in the parish. His industry was rewarded within a month by seventy-five new subscriptions.

MORE ADVERTISING

LIKE "CUTTING BASES"—"How many newspaper men and printers are willing to run an advertisement at regular rates and then print some thousand or more handbills from the composition at nominal additional cost, or print handbills and suggest running the advertisement for practically nothing in addition?" replied Fred A. Moore, Columbia, Mo., in an "NPJ" symposium. Progressive merchants must have a modern vehicle and not a one-horse shay to carry their advertising messages to the people. A handbill or dodger is an optical affront and has a minimum value as an advertising medium. If an interloper in the guise of a peddler comes to town, the merchant howls quickly, as this merchandising outlaw derives profit without in any way helping to build the community. A newspaper is a community institution and there should be no dodger advertising outlaw to invade the field of this business.



FRED A. MOORE
Missouri Highway Journal

"But above all, the newspaperman must be absolutely sold on newspaper advertising, with the emphasis on absolutely, before he can convert the merchant. During 1924, The Columbia (Mo.) Journal-News lost two full page ads owing to the fact that we refused to make a combination price for the ad and circulars. But did we really lose?

In that same period we carried \$10,000 in local advertising, on a weekly newspaper, in a field where competition is keen both from dailies and weeklies."

RADIO CURVES—The Editor & Publisher, after polling a number of publishers of larger newspapers on the question, "Should Newspapers Sell Advertisers Time on Their Radio Stations?" reaches this answer: "Some publishers like the idea, but a majority polled is regarding such business an injudicious and unsound; those opposed find the radio is unproven as a producer of results for advertisers, and has no economic basis as a new medium."

LESSON FROM JOB PRINTERS—"With regard to free publicity," said F. E. Wallace, Elizabeth (N. J.) Daily Journal, "advertising space is the merchandise we have to sell to advertisers. They don't go to the printer and ask him to print 5,000 circulars and give the envelopes for nothing."

Local Advertising Field

GINGER UP—The Waupun (Wis.) Leader recently used a black card printed with orange, and an attention-getter cut, entitled "Ginger Up Your Ads With Illustrations—Many Ads Are Only Half Ads Unless Properly Illustrated." The Leader maintains a comprehensive cut service for advertisers, and sends out several mailing pieces to merchants every month.

ADVERTISING RATE CARD EFFECTIVE APRIL 1, 1924

NORTHFIELD NEWS

"MINNESOTA'S MODEL WEEKLY"

Most Local News—Biggest Circulation—
The Buyers Guide

Display Rate—40 Cents per Column Inch

Time Contract Rates	Open Space Contract (Space used within 12 months)
4 Weeks . . . 38 Cents	500 Inches . . 36 Cents
3 Months . . . 36 Cents	1000 Inches . . 34 Cents
6 Months . . . 34 Cents	1500 Inches . . 30 Cents
1 Year . . . 30 Cents	

Classified Ads—per word, 1 cent; minimum 25 cents.

Local Reader Ads—per line, 10 cents

Professional Cards, per year, \$6.00

Card of Thanks, 75 cents.

Legal Advertising at legal rates

WITH TESTIMONIALS ON THE BACK

Rate Card of Herman Roe's Paper, in Minnesota
Is Simple and Complete, Based on 40-Cent Rate

NO LIMITS—Detroit newspapers recently carried advertisements which indicate that wetnurses are being replaced by milk secured from the breasts of mothers able to sell it, and delivered in sterile condition regularly to mothers and infants needing the service.

WHO PAYS FOR THE ADS?—Manitoba (Can.) Free Press: The following statistics were collected from two stores on an equal footing except that one carries and features advertised goods, and the other doesn't:

	YES	NO
Capital	\$10,000	\$10,000
Mark-up	20%	40%
Retail value of stock	12,000	14,000
Turnovers per year	Six	Three
Total business for year	72,000	42,000
Net profit (per cent.)	10%	10%
Net profit (dollars)	7,200	4,200

THE INK ROLLER—Name of an unusual little "house organ" of the Manchester (Tenn.) Times, Hugh Doak, editor; eight pages, 6x9 in. It has some interesting articles and display ads about The Times' cut service, job department and so on. Editor Doak writes he got some of the ideas for ads in The Ink Roller from "NPJ" articles. Few weeklies in a town of 1,200 have shown like enterprise in promotion of their business.

"NPJ" ROUND TABLE

(CONTINUED)

BLOTTER, MEMOS—A combined blotter and scratch-pad is mailed by the Bemidji (Minn.) Daily Pioneer and the Weekly Sentinel, to keep advertisers interested. At the left is a small pad of memo slips stapled to the blotter; in the center, an appropriate, brief advertising "talk" in display, and at the right, the month's calendar, printed. (One recent blotter did not have the city or state!—Ed. Note.)

STOCKMEN'S EDITION—In addition to larger space used by retail stores, the recent 24-page special of the Broken Bow (Neb.) Custer County Chief (E. R. Purcell) contained large space of "welcome" and straight sales ads of farmers and ranchers, local and at big shipping points, ranch auctions, sporting goods, theaters, the Co-Operative Stockmen's Association, cold storage plants and others. The occasion was a stockmen's convention at Broken Bow, and the edition illustrates an exceptional use of the opportunity. The whole front page was given to the welcome and program. Page one of section 2 was the main news page. The news contents covered the local field as usual, the convention as news, and was not overwhelmed with stockmen's stuff, as is sometimes done in such cases.

DOUBLE-TRUCK, AND MORE—Automobile and other advertising filled two solid pages in the Smackover (Ark.) Journal, B. W. and Floyd W. Barnes. But, more: A solid page from El Dorado merchants (a larger, neighboring city) under the heading, "El Dorado Welcomes Smackover." The Retail Merchants' Association of Smackover is running a series of advertisements, "It's No Disgrace to be in Debt, But —".

More Classified Advertising

A YEAR AGO—The Boston (Mass.) Transcript has successfully used a plan for clipping out classified ads from issues a year back, sending these out to the advertisers with reminder slips, which bring back a goodly volume of orders, not always copy similar to that used the year before. The reminder is the effective part of the plan. The slip contains a form in which ads can be written.

A CLASSIFIED "WEEK"—The Philadelphia (Pa.) Evening Bulletin started with a 10 days' publicity campaign, using display, slides at the picture shows, mail circulars, and solicitors, with a special rate of 6 insertions for the price of 5. Many advertisers took a full week's run. The volume was doubled. Days following ran ahead. This was just before the holidays. To meet the spring slump another similar campaign greatly increased the normal volume.

National (Foreign) Advertising

LATE CUTS AND MATS—Several regional daily associations are working out plans with the Association of National Advertisers to stop late arrival of cuts, mats, ad-orders and so on, agencies in large cities apparently losing sight of the actual time required for the mails, from agency to newspaper.

MUST MAKE IT EASIER—The community papers must do this for the advertisers. So declared H. C. Hotaling, secretary-manager of the National Editorial Association to the 1925 convention in Richmond, Va. He added this concrete advice: "No agency has a list of such publications giving the rates. Even in individual states the field secretaries have been unable to compile the information because publishers are so negligent that they do not take time to send in the information regarding their papers. Every paper in the country should have a rate card and should stick to the rates which it establishes. Some movement should be started to secure the advertising rates of every paper in every state. The matter will have to be worked up by state units and must include not only the papers that belong to the organization but those without the fold. These rates must, if any great volume of advertising be developed, have greater uniformity."

NEW WINDOW DISPLAY PLAN—The St. Louis (Mo.) Globe-Democrat has a corps of professional window covering the drug and grocery stores, putting in displays of

advertised articles (not one but a number, each time) with a sign, "You See Them in The Globe-Democrat."

GERM OF FAILURE—In the association movements to promote interest by national advertisers in their fields, and the many full-coverage local newspapers, one big possibility of failure is in members quoting one rate to advertisers direct, and another to their officials who work out the campaigns.—J. L. M.

FOR SALE, LOST, FOUND, WANTED, ETC.

Ads in This Column Not Running Full Month Must be Paid for in Advance

THE NEWS-DEMOCRAT will not be responsible for errors in advertising in this column; for wrong insertions; or for insertions running more or less than the specified time. This is the cheapest advertising in the world and the remuneration is not sufficient to enable us to make any guarantee whatever. While we will use all caution that the correct number of insertions are given and all details of the transaction are as satisfactory as possible we want it understood that we shall hold ourselves blameless in all cases of error should any occur.—The Management

FOR SALE—A registered Jersey cow, 4 years old; giving milk "T. B."

FOR SALE—A New Perfection oil range. Four burners and fireless

ELK CITY (OKLA.) WEEKLY CAREFUL

J. B. Miller, Publisher News-Democrat, Sets Up Reasonable Coverage Against Certain Evils of the Classified Field, Met in All Places.

BRIDGMAN'S ADVICE—Regarding the complaints of advertisers as to inequity in country newspaper rates, circulations, etc., W. H. Bridgman, Stanley (Wis.) Republican, writes in The Howler of the Wisconsin Press Association:

"In the report of the advertising committee of the National Editorial association are included cost system figures from two well known Wisconsin weeklies. The total cost of producing one of the papers for the year was \$9,732.27, and of the other, \$16,735.86. One received from circulation \$1,487.04 and the other \$4,596.35. One sold 30,547 inches of advertising and the other 45,192 inches.

"Advertising space and service on the first named paper cost the publisher .2699 cents per inch, and on the other, cost the publisher .2686 cents per inch. Both papers are all home print. One runs seldom more than eight pages while the larger one seldom runs less than 16 pages. The larger one has a circulation exceeding 3,000 while the smaller one has a circulation of about 1500. They sell their space and their service at approximately the same price.

"These figures are absolutely dependable. The remedy does not lie in lowering of rates, but it would seem to lie in a re-adjustment of rates to make them appeal to the business sense of the people who place the orders for national advertising."

GOOD USE OF WRAPPER—The Murphysboro (Ill.)

Daily Republican-Era sends out advertisers' copies in a wrapper imprinted with a "box" each telling a few facts about "the Chicago of Egypt", as the little city is called, being published in the lower Illinois country. A strong line in the box says, "This Issue Contains Your Advertisement."

SELLING JOB PRINTING

GUMMED JOBS COMING STRONG—Reliable reports in the job printing field are that the use of gummed stickers and poster stamps is "coming back", and returning with some new curves. Present uses frequently seen by the editor of "NPJ" include: "Good Morning" messages on newspapers in hotels, special sales stickers of retail stores, a new "Phone for Your Food" stamp of grocerymen, and the "Say It With"—flowers and many other items. The Enipeco Paper News, Minneapolis (Minn.) Paper Co. has this list of possible applications of the idea, in selling printing:

"Caution" or "Guarantee" or "Trade Mark" Labels.

For Windshield Stickers or Window Display (printed on the gummed side).

For Labels on Cartons and Boxes, Seals of all kinds. Stickers showing Trade Marks or Slogans, Good Will Builders.

"NPJ" ROUND TABLE (CONTINUED)

Announcing Special Sales.

For calling attention to new line of merchandise or new sale features or special discount.

Announcing change of address or policy or terms.

For Political Campaigns, Charity Drives.

Holiday Stamps, Past Due and Thank You Labels.

Announcing Conventions, Expositions.

BEN FRANKLIN WITNESS, Cincinnati (O.) Typothetae—"The printing of envelopes in the average printing office is done on platen presses, and it is easy to realize the magnitude of the Government's business in this line when it is reduced to platen press hours. It would take one platen press, running at the rate of 1,500 per hour, a total of 754,829 hours to print the envelopes the Government sold in bulk during 1922. This is equivalent to 94,354 days of eight hours each. Divided equally between 12,000 printing offices it would mean for one press eight days' work of eight hours each for each office, or 96,000 impressions for each office.

"Quite some job the Government is taking away from the printing industry of the nation!"

TWO WAYS FOR PRINTERS—As expressed by Fred Johnston, president of the Johnston Printing Co., Dallas, Tex., at the A. A. C. of W. convention: "First, he can say to himself, 'All these people have to have printing and I will get out and get my share of the business'; second, he can say, 'All these concerns are interested in getting more business and I will get all I can do by helping them attain their goals.'"

"There are a few printers who belong to this class, who look at the customer's requirements from the standpoint of advertising and selling and insist that whatever he sends out must conform to the highest standards of modern merchandising.

"Printers must become more proficient in making the area of paper yield a greater crop of attention, reader-interest and returns."

PRODUCTION NOTES

A PILINOTYPE OR TWO

"Come back to Etaoin," the Shrdlu is calling.

Sweetly his voice like the song of a bird;

"Cmfwyp," the echo so matrixly falling,

All through the vbqkqj of pi lines is heard.

—Chicago (Ill.) Tribune.

NEWSPAPER TYPOGRAPHIC CONTEST—For the best typography for an advertisement 100 lines deep by 3 columns wide, the New York Times offered valuable prizes and received 501 entries with over 600 specimens, from cities near and far as well as New York's leading commercial printers. Advertising agency men, individual compositors, pupils of vocational schools and even clergymen took part.

First prize went to John A. Scott, of Rye, N. Y., with Farnsworth & Brown, Inc., 2 West Forty-fifth street. Designed by Mr. Scott the advertisement was set by the firm of Schmidt & Lepis, 213 West Fortieth street. Mr. Scott was formerly a art director of H. K. McCann Company and connected with the James Advertising Agency.

Second honors went to Edgar M. Rutter, a compositor in the private printing plant of the American Type Founders Company, Jersey City, N. J. (John Mayer, a proof reader with the American Type Founders Company, won fifth prize.)

Third prize went to Jose Pavon 213 Madison avenue, New York, fourth to Harry E. Ostmark, The H. K. McCann Company, and sixth to Frank E. Powers, of the Laboratory Press Carnegie Institute of Technology.

USING PAPER SCALE—The Springfield (Mass.) Republican advises that it weighs a sample from each roll of paper with a Cady scale to determine if paper received is running over or under weight. This is checked against

THE CRAFTSMEN'S SLOGAN

BY CARL G. FOWLER

Member of the Boston Club
International Association of
Printing House Craftsmen

*WE COME upon this earthly stage
And, as our way we make,
Some knotty problem we engage
With every step we take.*

*The world is full of things to know,
But knowledge must be caught.
We reap in terms of what we sow—
How best can we be taught?*

*Unaided and alone, one strives
Unwisely to proceed.
'Tis give and take in human lives
That fills a crying need.*

*The greatest of us all can learn
Some lesson from the rest.
So "Share Your Knowledge," if you yearn
To do your level best.*

the number of pages printed by a given roll weight of paper, compared with the number of pages which the standard 32-pound basis ought to do. Rolls vary in weight through their length. Samples may test off, but the average of the roll be found all right, by this method.

WOMEN'S PREFERENCES—The Blot, American Printing Ink Co., says: Women prefer shades to tints; pure colors that have been mixed with black rather than pure colors mixed with white. This is contrary to general opinion and worth considering when mailing pieces are prepared to go specially to women.

STOPS VIBRATIONS—A reader writes he steadied his job presses by attaching the press legs by screws to heavy planks longer than the press and underlaid with thick felt. Another method is to place each plank in a box a trifle longer and wider than itself and about six inches deep. These boxes are filled with floor-deadening wool, pulverized cork, or similar material.

NEW NEWSPAPERS, OFFICES, PLANTS

Gentry (Ark.) Benton County Gazette—V. A. McGillvray.
Mena (Ark.) Democrat—W. L. Hunter and H. H. Diamond.
Guadalupe (Cal.) Gazette—O. M. Cannon.
Los Angeles (Cal.) Echo—H. E. Holbrook.
Pasadena (Cal.) Morning Sun—J. W. Gammage.
Bettendorf (Ia.) News—A. A. Bowman.
Creston (Ia.) Union County Farm Bulletin.
Advance (Ind.) Times.
Berlin (Mo.) Times.
Muskegon (Mich.) Saturday Spectator—Weekly.
Gulport (Miss.) Gulf Coast Guide—C. T. Rand; weekly.
Circle (Mont.) McCone County News.
Omaha (Neb.) Unionist.
Gilbert (Nev.) The Gilbert.
White Plains (N. Y.) Westchester County Reporter.
Leith (N. D.) Progress.
Camargo (Okla.) Call.
Tishomingo (Okla.) Johnson County News—C. C. Calloway.
Falls City (Ore.) Enterprise.
McKeesport (Pa.) Journal—Helen W. John, managing editor.
Philadelphia (Pa.) Illustrated Sun.
Florence (S. C.) Evening Dispatch—George W. Mitchell.
Maiden Rock (Wis.) Echo.
Cheyenne (Wyo.) Wyoming Eagle.

COLUMN RULES—A number of publishers are rid of the old trouble of column rules which won't print by buying a linotype rule slide and casting it up on a six-point base. While a ribless mold makes a rule somewhat easier to make up with, one publisher says he has little trouble even with the ribbed slugs.—Service Sheet.

VIGNETTED CUTS—In making ready vignette half-tones, start with the block a trifle under type-high, and interlay it in the center with two pieces of French folio, one a trifle smaller than the other, says Country Publisher. The plate should print very weakly on first impression. Overlay all but the edges, which are intended to blend with the stock.

"NPJ" ROUND TABLE

(CONTINUED)

USING "HUGE" TYPE—Anent the article by Edward E. Bartlett, director of Typography for the Linotype Company, William Feather writes in the magazine of the Imperial Type Metal Co.: "There is a peculiar kind of over-reaching greediness in the use of solid display letters by advertisers. It is as though a salesman, assured of a 10-minute interview, should employ the whole 10 minutes to yell at the top of his voice in order to get his money's worth. The hope of the ink-hog advertiser, of course, is that other advertisers will use modest display and he will get prominence. This is unfair to them, which makes not a bit of difference to him. Magazines have done more than newspapers to prescribe modest display. It is clearly a case where the newspaper must protect its own interests by making its own typographical rules."

USES VERTICAL TRUCK—S. O. Simonson, Albert Lea (Minn.) Tribune, and Publishing Co., installed one (the Anderson) and advises "NPJ" he finds it especially useful in the shop crowded for room and with many narrow passages. "A commendable feature," he added, "is that this truck has two platforms, or decks, which give good capacity in moving several miscellaneous jobs; when moving a large amount of paper of same size, as in full reams, the top platform is lifted off and the full capacity used. A handy arrangement we worked out is this: When the cutting tables are nearly full and we want some extra job cutting, we simply place the Anderson truck as conveniently as possible and handle the work back and forth from the truck to one of the tables, and plan to have the work on the truck after the last cut, so it can be moved easily with the least handling."

REBUILDINGS; NEW HOMES; ADDITIONS

Fayetteville (Ark.) Printing Co.—To build.
Foreman (Ark.) Sun—Bought new home.
Bakersfield (Cal.) Californian—To build.
Monrovia (Calif.) Daily News—To build.
Orland (Cal.) Register—In new home.
Santa Monica (Cal.) Outlook—Added photo engraving plant.
Woodland (Cal.) Democrat—Building home.
Fort Lauderdale (Fla.) Evening Sentinel—To build.
Okeechobee (Fla.) News—To build.
Harrisburg (Ill.) Daily Register—In new home.
Hoopeston (Ill.) Chronicle-Herald—To build \$15,000 home.
Huntington (Ind.) Our Sunday Visitor—Entered new plant.
Cedar Rapids (Ia.) Gazette—In new home.
Mapleton (Ia.) Press—To build.
Hiawatha (Kans.) World—To build.
Lawrence (Kans.) Journal-World—In new home.
Minnesota Lake (Minn.) Tribune—Bought new home.
Hornell (N. Y.) Evening Tribune-Times—Building home.
New York (N. Y.) Times—Established engraving plant.
Palmyra (N. Y.) Courier—In new home.
Marion (O.) Star—In new home.
Toledo (O.) Blade—To build \$1,000,000 home.
Elk City (Okla.) News Democrat—To enlarge plant.
Norman (Okla.) Transcript—Building \$20,000 home.
Pottsville (Pa.) Republican & Morning Paper—To buy \$100,000 new machinery.
Dallas (Tex.) Item Printing Co.—New plant.
Salt Lake City (Utah) Deseret News—To build.
Milwaukee (Wis.) Brumder Publishing Co.—Planning \$90,000, 3-story publishing plant. Publishes Milwaukee Herald, Sunday Post, North American Press.
Lander (Wyo.) State Journal—In new home.

MANUFACTURERS :: SERVICE

FOR PRINTER-JOURNALISTS—An "all-around newspaper plant" circular is a name which can readily be attached to a summer publication of H. B. Rouse & Co., Chicago, directed on the first-opening sides to the composing room, and giving the inside spread to the mechanical needs of the editorial departments—needs and opportunities frequently overlooked by advertisers in this field. The Rouse improved long bed Lead and Rule Cutter, the Rotary Miterer, and the Newspaper File and Rack are the subjects of the piece. A feature is an exceptionally long list of users of these and other Rouse products among the printer-publishers of the continent. It is distinctly a "testimonial" type of advertising matter.

ELECTED VICE-PRESIDENTS—Directors of the Miller Saw Trimmer Co., Pittsburg, Pa., have elected from the ranks of the organization, the following:

James H. Cannon, Vice-President and in Charge of Sales; in the capacity of treasurer, he has been associated with the Miller Saw-Trimmer Company for a number of years; He retains his former title.

A. W. Barrett, Vice-President and in Charge of Factory and Foundry; formerly European representative and for the past two years Assistant General Works Manager, Pittsburg.



JAMES H. CANNON
Vice-President
In Charge of Sales



A. W. BARRETT
Vice-President
In Charge of Factory



DAN J. CASEY
Vice-President
In Charge of New York
Metropolitan District



BERNARD S. ELLIOTT
Vice-President
In Charge of Chicago and
Adjoining Territory

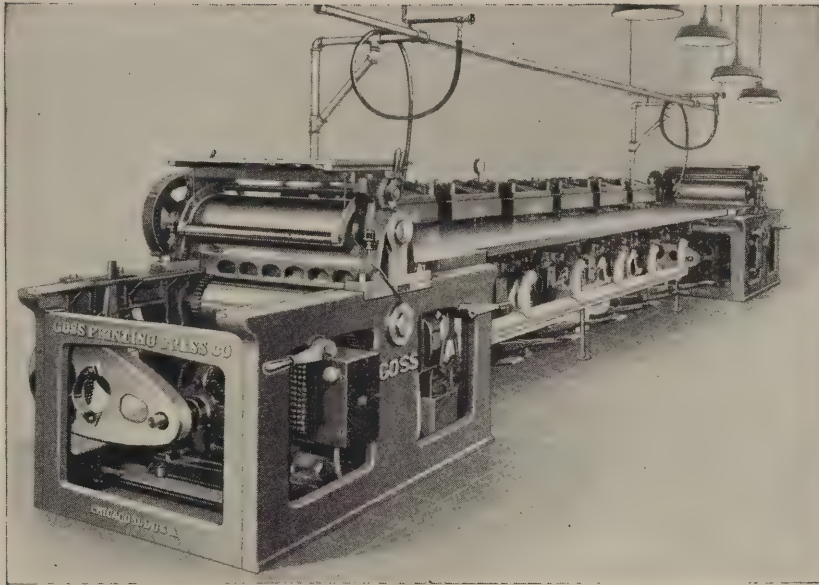
D. J. Casey, Vice-President in Charge of Metropolitan District of New York; "Dan", as he is familiarly known to the trade, possibly enjoys the intimate acquaintance of more printers in Greater New York and surrounding territory than any other printers' supply man.

Bernard S. Elliott, Vice-President and in Charge of Chicago and adjoining territory; enjoys a wide acquaintance with the printing fraternity in the central and western states.

MERCHANT'S SERVICE—The July issue of the Bonnet-Brown budget, handsomely bound and conveniently arranged, presents innumerable illustrated ideas with which the newspaper advertising salesman can put a real summer appeal into his work and the ads of the merchants in his paper. The budget is directed to the merchant himself, and contains a strong appeal to him to use his local newspaper during the summer months, and tells him how to use it effectively.

WARREN L. HOAGLAND, coming from the Bureau of Foreign and Domestic Commerce, of the Department of Commerce, Washington, D. C. has become foreign sales manager of the L. C. Smith & Bro. Typewriter Co., Syracuse, N. Y.

E. GEORGE MYERS has joined the sales staff of the Chicago office, Miller Saw Trimmer Co., resigning as manager of the Kane Press, New York.



Chicago Tribune Syndicate Service Chooses GOSS Equipment

AFTER an extended investigation of stereotyping equipment, The Chicago Tribune decided upon Goss Machinery as best adapted for the needs of its rapidly growing syndicate service. The photo-

graph shows six Goss Motor Driven Steam Table Units and two Goss Combination Wet and Dry Mat Rollers which were recently installed. A total of five Goss Mat Rollers are now in the service of the Tribune.

More Mats are Rolled on Goss Machinery than on any other Kind
Investigate the Reason

Carried in Stock: Flat Casting Boxes, Friction - Driven Routers, Automatic Gas Fired Steam Generators, Combination Jig Saws and Drills,

Radial Arm Flat Routers, Ball Bearing Form Tables, Combination Wet and Dry Mat Rollers, Motor-Driven Steam Tables. *Catalog on request.*

THE GOSS PRINTING PRESS COMPANY • CHICAGO

*The Goss Printing Press Company of England, Ltd., London
Edwards Dunlop Company, Ltd., Sydney • Sole Australian Agent*

GOSS
STRAIGHT HIGH SPEED LINE
STEREOTYPING MACHINERY

Caslon Old Face Heavy



NOBLE

48 Point

Dignity is

42 Point

PERFECT

36 Point

Good Designs

30 Point

THE PRINTER

24 Point

Dominant in Strength

18 Point

BEST METHOD EXISTS Simply Cast New Slug Lines

14 Point

MODERN EQUIPMENTS ARE Help to the Printer and Publisher

12 Point

FOR advertising and job composition. The Ludlow system of matrix composition provides new, clear-cut printing faces on slugs for every job. Its speed, versatility, 6 to 60 point range in a wide variety of quality type-faces, including bold and extended, ranks it first for display and job work. Because you set matrices, not type, you secure slug lines immediately, never running short of sorts for any job.

Ludlow Typograph Co.

2032 Clybourn Ave., Chicago

San Francisco, 5 Third St.
Atlanta, 41 Marietta St.

New York, 63 Park Row
Boston, 261 Franklin St.

LUDLOW QUALITY COMPOSITION



"NPJ" ROUND TABLE

(CONTINUED)



HARRY L. HODSON has joined the sales promotion department of the J. W. Butler Paper Co., Chicago, resigning from the Des Moines (Ia.) Branch of the Western Newspaper Union.

NEW STITCHER—American Type Founders Company announces a new Boston Wire Stitcher, No. 19, designed for heavy continuous service and very high speed. It is adapted for all kinds of flat magazine stitching within its capacity, and also for pamphlet and other saddle stitch work.

CHARLES H. COLLINS has become Chicago manager of the American Assembling Machine Co., New York, with Laurence E. Martin assisting. Offices are in the Transportation Bldg.

INSPIRATION SERIES—The sixth volume of the West Virginia Pulp & Paper Co., publications covers subjects such as "Charm in Charcoal and Pencil"; advertising exterior and interior home decorations; "Dramatizing Steel, Stone and Mortar"; "Color Tells the Whole Truth"; "Beauty in the Coated Cover", and "Inventing Cartouches and Tailpieces." Everyone with problems of finer printing can gain a lot of helpful ideas and suggestions from this part of the series. Further issues are awaited with interest.

HOW MUCH SPACE?—Recent publications of the Goss Printing Press Co. feature the services of the engineering department, making scaled layouts of press rooms. Furnished a rough pencil sketch of the room with an indication of where the roll of paper would enter, and where it is desired for the finished papers to leave, the department prepares layouts without obligation. Diagrams illustrate the service, showing the Comet newspaper press.

JAMES HOLT, for twenty years salesman for the American Type Founders Company in Memphis, Tenn., has been named manager of the St. Louis branch, succeeding the late A. E. Reton.

FRANK F. NOVY, well known in western printing circles, has become general sales manager of the Damon Type Founders Co., New York. He has been with the Golding, Champlin, Western Type, American, Keystone, Miller Saw-Trimmer and Challenge companies.

INDUSTRIAL PROBLEMS—Sherman Service New York, Boston, Chicago and Philadelphia, production engineers, have issued an attractive and educational booklet on "Industrial Counsel" covering its various features and values, particularly the Research division. It is the outgrowth of the research necessary for the uses of the company, and now has grown to large proportions in exchange of practical ideas in industry. Production problems are definitely related to market problems in this work, as the facts are gathered "where the products are made". The printing industry is included in the listings of services, in a pronounced way. The booklet serves to take the "mystery" out of present-day research enterprise.

ENVELOPE TIPS—In a "Container for Worth While Envelope News", by the Western States Envelope Co., Milwaukee, Wis., is a slip with eight suggestions anent the new mailing and postal rate law. The container may be had for the asking. The tips include this: Check up mailing lists to cut out waste; there are 163 square feet of advertising space on 1,000 ordinary envelopes, put better copy on it to offset increased rates; etc., etc.

R. HOE & CO. have announcements out of a rotary two-color offset lithographic press with suction feed and pile delivery; also a two-color lithographic and a one-color lithographic with suction feed and pile delivery.

CUTS PRESS WORK IN HALF—A new kind of Foldwell (Chicago Paper Co.) is the text of a striking folder just at hand. It tells how "you can now run Split-Color paper as a work-and-turn job and cut press work in half; a basic improvement in printing paper." Illustrations not only show the idea, but in a series of views in 4-color process, portray the actual application in a variety of instances. This Foldwell comes in the main standard sizes. Each side is half white and half colored. The reverse is half

“That’s *REAL* Metal!”

The men who actually use the metal are unanimous in their praises of

Gardiner Type Metal

The production of a modern daily newspaper demands the use of standard metals which do not vary in quality and performance.

GARDINER METALS—standardized in purity, content and as to method of alloying—will insure uniform casting results. They can be depended upon to aid, day in and day out, in producing a clean cut attractive newspaper.

When next in need of Linotype, Monotype or Stereotype metal be sure to specify “GARDINER.” You will be surprised with the results.

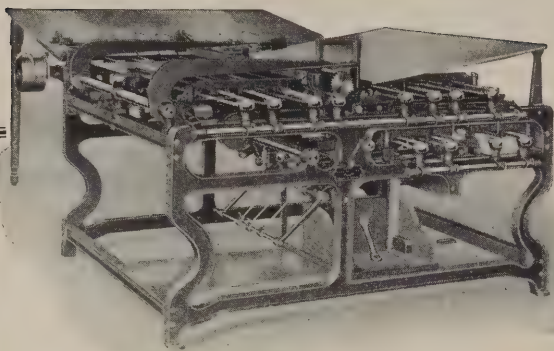
*Where Quality Metals Count
Gardiner Metals Are Used*

Gardiner Metal Co.

Established 1901

1356 West Lake Street
Chicago, Illinois





*Small Newspapers
get efficient service
from*

MENTGES No. 2 FOLDER

It is especially designed for newspaper and periodical work, representing a manufacturing ideal—*real folding machine service at minimum cost.*

**Hundreds are in operation
in newspaper plants**

The MENTGES NO. 2 NEWSPAPER and PERIODICAL Folder, as illustrated is accurate, efficient, easily adjusted and very substantial. It is very moderately priced.

The RIGHT Folder for YOUR Work

We also manufacture a complete line of MENTGES Circular, Job and Book Folders, ranging in size from 12½ x 19" to 25 x 38".



Write Us Your Requirements.



Mentges Folder Company
Sidney, Ohio

"Builders of Profitable Folding Machinery"



"NPJ" ROUND TABLE

(CONTINUED)



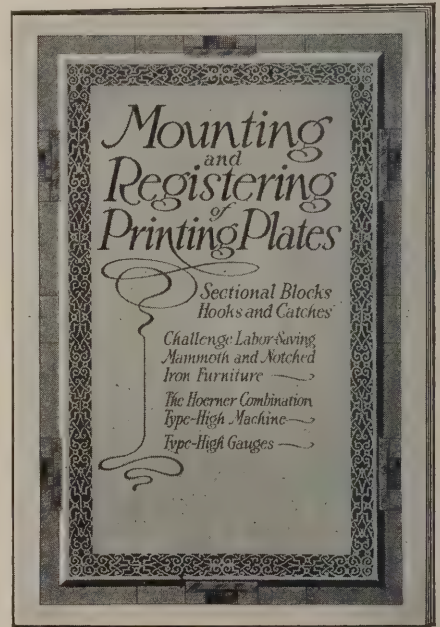
colored and half white, the white on one side backing the color on the other side. An inch added to the length of each sheet allows for trim in the center where the sheet is split.

JOB FOLDER, the Anderson High Speed—Charles N. Stevens Co., Chicago, in new advertising matter show this equipment as 97.95% efficient. A catchy line: "Permit us to unfold to you the full import of this folder of folders." The Anderson, says the announcement, is of superior speed, versatile in its variety of folds, gives perfect register, makes for lower cost and includes automatic counter together with automatic side registers at all right angle folds, etc.

INDUSTRIAL CHAIRS, STOOLS—Royal Metal Manufacturing Co., 2318-26 South Western Ave., Chicago, in a new catalog, give recognition to proper seating of workers and executives in printing newspaper plants, with products based on scientific research in a sufficient number and variety of such plants. "Seating for Greater Production", is one idea worked out in the publication. It presents an interesting study of a subject which is very properly gaining increased attention in this field, both by users and manufacturers.

PLATE MOUNTING AND REGISTERING—The great variety, for all applications and uses, of Challenge Machinery Co. products and equipment pertaining to these subjects in every printing plant, are comprehensively and fully shown in a catalog just at hand. It is the most complete compilation of its kind yet issued. Printers from the small Gordon shop with an 8x12 up to plants operating the large cylinders and all makes of automatic presses—any printer who prints from plates—will find this catalog most useful, and is at liberty to send for a copy. Among the products shown are sectional blocks, hooks and catches, labor-saving mammoth and notched iron furniture, combination type-high machines, type-high gauges, and so on. The cover of the catalog is in itself an illustration—and a quite original one—of the use of some of these items. The pages are well filled with illustrations, both of items and of the items in actual use. It is notable that the Challenge Machinery Co. carries out all of its various publications in a distinct typography. The tabulations are unusually clear. From first to last, the catalog speaks "business and service." Whole forms of Simplex Block Systems are neatly illustrated. This and other points give the book a useful "educational" angle.

—any printer who prints from plates—will find this catalog most useful, and is at liberty to send for a copy. Among the products shown are sectional blocks, hooks and catches, labor-saving mammoth and notched iron furniture, combination type-high machines, type-high gauges, and so on. The cover of the catalog is in itself an illustration—and a quite original one—of the use of some of these items. The pages are well filled with illustrations, both of items and of the items in actual use. It is notable that the Challenge Machinery Co. carries out all of its various publications in a distinct typography. The tabulations are unusually clear. From first to last, the catalog speaks "business and service." Whole forms of Simplex Block Systems are neatly illustrated. This and other points give the book a useful "educational" angle.

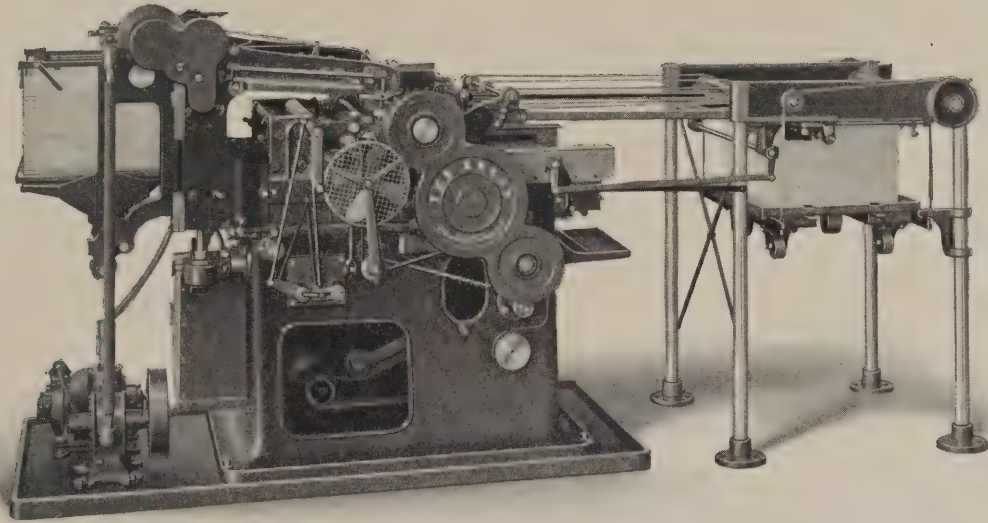


NEW CHALLENGE CATALOG

high machines, type-high gauges, and so on. The cover of the catalog is in itself an illustration—and a quite original one—of the use of some of these items. The pages are well filled with illustrations, both of items and of the items in actual use. It is notable that the Challenge Machinery Co. carries out all of its various publications in a distinct typography. The tabulations are unusually clear. From first to last, the catalog speaks "business and service." Whole forms of Simplex Block Systems are neatly illustrated. This and other points give the book a useful "educational" angle.

CORRECTIONS—The subject of a folder of Charles N. Stevens Co., Chicago, anent the Seybold High-Speed Automatic Cutters. Mr. Stevens tells of the shortcomings he has observed in printing plants as to cutting equipment and briefly tells his ideas as to their corrections. Among his conclusions are: The automatic clamp cutter will produce about four times the amount of work of a hand clamp machine; a hand lever machine will produce but a fourth of a hand clamp power cutter.

And Not Only is the Kelly Automatic, *But*



The Style B Kelly Special Automatic Press with Extension Delivery and Fan

It is easy to make ready and the rigidity of the impression is maintained because of substantial construction and absence of spring.

Its production has a greater selling value because of superior quality and larger size.

It has a sturdy cylinder and bed, making a visible impression on the sheet.

It delivers a printed sheet in a jogger, or if desired, in an extension delivery for easy handling of large piles.

It inks through the pyramid system any form that is within its capacity.

It is danger proof and safe because of protective automatic features.

It feeds perfectly and to exact register a large variety of papers.

It has conveniences that make work easy for the operator.

It handles a larger sheet regardless of quality or weight.

It produces better printing than any semi-automatic press.

These and many other features have made the KELLY the standard automatic printing press of the world. *Ask the owner or the operator*

For Sale at all Selling Houses of

AMERICAN TYPE FOUNDERS COMPANY

*Also by Barnhart Brothers & Spindler at Washington (D. C.), Omaha, Dallas, Seattle;
all houses of National Paper and Type Co., in Latin America; Toronto Type Foundry Co., Ltd., Canada East of Port Arthur;
Alex. Cowan & Sons, Ltd., all houses in Australia; Canadian-American Machinery Co., London, England*

After Year's Use Monarch Monometer Is Working Fine

Says the

OAKLAND TRIBUNE
OAKLAND, CALIFORNIA

February 25th 1925.

Monarch Engineering & Manufacturing Co.,
1206 American Bldg.,
Baltimore, Md.

Gentlemen:

After a year's use of the Monarch-Monometer Remelting Furnace we are writing to let you know that it is working fine.

It is an economical machine, using less gas than any other machine we know of, and there is also quite a saving in metal as the machine reduces the amount of dross to a minimum.

With best regards, I remain

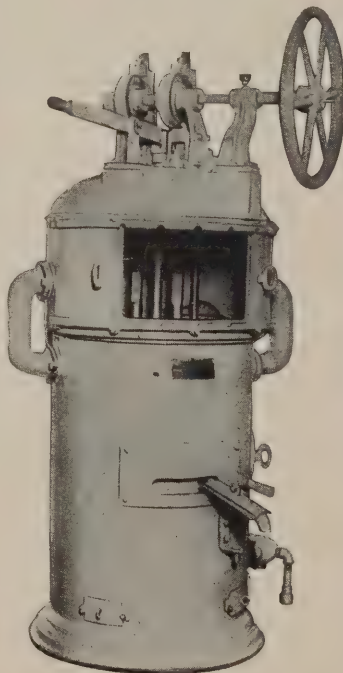
Yours very truly,

B. A. FORSTERER,
General Manager

THE saving in fuel and dross will pay cost of "Monometer." It is built to last a lifetime.

THE "Monometer" is built in standard sizes of 500, 1,000 and 2,000 pounds and up to 5 ton capacity.

WATER cooled molds mounted on carriages are supplied to meet the requirements of your plant.



*Every Newspaper Plant
Can Profitably Install*

The MONARCH MONOMETER RE-MELTING FURNACE

Write for Descriptive Catalog "N" and references

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

"NPJ" ROUND TABLE (CONTINUED)

LINOTYPE BULLETIN, Vol. XVIII, No. V.—Reviews the results and opinions of the famous article "Laecherliche Schriften" (Ludicrous Type) by Director Bartlett, already covered in "NPJ". Comment has been received from all parts of the world. Linotype Cloister Bold is amply illustrated, and a number of feature articles on typographical subjects included in the issue.

BORDER "BOX" MOLD—Announcement is received of a mold especially for newspaper use, by W. E. Borst, Grand Rapids, Mich., following experiments with it at the Grand Rapids Herald. The device casts four "boxes" per minute on a slug casting machine. The accompanying illustration gives the "idea". The border is cast in two pieces, as indicated. The pieing of the boxes ordinarily built with rule and type and difficulties of handling are prevented, and there are no "bad corners". Boxes are primarily used in newspapers to embellish, or to the crude results

often spoil the effect, largely because of poorly matched corners. The mold, it is said is readily and quickly installed. The idea fits in with the non-distribution system.

TELEPHONE MOUTHPIECES—Printer-publishers interested in devices such as telephone mouthpieces which make telephoning more easy, will be interested in publications of the Colytt Laboratories, 565 W. Washington Blvd., Chicago, offering the "Whisper-It-Mouthpiece." The literature mentions the needlessness of "hot stuffy coops", greater ease in long-distance telephoning, and sanitary features.

BINDERS AND FILES—A complete catalog and instruction book is a volume just received from the Chicago Binder & File Co., 500-508 West Thirty-first St., Chicago. The variety of loose-leaf devices, for which printers are finding a rapidly increasing call in connection with form jobs, in the publication are "without end". It includes suggestions in selling such jobs and the binders needed with them. Many styles and kinds of sheets, with ruling, are offered. This is catalog No. 18.

VISIBLE EVIDENCE—The title of a new promotional booklet of the Postindex Co., 373 Broadway, Boston, Mass. It is unique in being made up in the form of a visible index, each successive page bringing out some point of value of the Postindex, amply illustrated. Various types of the device are shown, as well as the ease of inserting and extracting cards. A number of newspaper printing plants are using the device in accounting, advertising and, particularly, circulation departments.

TIME STAMPS—The A. D. Joslin Mfg. Co., Manistee, Mich., in recent announcements tells of 75,000 satisfied and enthusiastic users of its Eclipse Time Stamp, many of them being used in commercial and newspaper printing plants. Inquirers and furnished specimens of time slips for individual jobs, daily time cards, etc., showing the application of the stamp and also a variety of uses. "Time Recorded is Time Saved", is one display line.

STOCK CERTIFICATES—The production of high-class work of this kind by printers is the subject of a booklet by Kihn Brothers, 205-209 West Nineteenth St., New York, specializing in all kinds of attractive color certificate and bond blanks, and documentary, credit, mortgage and note blanks, ready for printing.

HOLDERS FOR CARDS—The Improved Bohner Binder Co., Aurora, Ill., shows a variety of pocket holders calculated to keep personal and business cards conveniently,

MARRIAGE LICENSES

Marriage Licenses

SOCIETY

BORST BORDER MOLD

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

AMERICAN
TYPE

The Best in Any Case

Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Stapleset Benzine and
Lye Brushes
Galleys, Brass and Steel

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

DETROIT
CHICAGO
CINCINNATI
ST. LOUIS

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

SET IN GOUDY CATALOGUE AND GOUDY CATALOGUE ITALIC

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

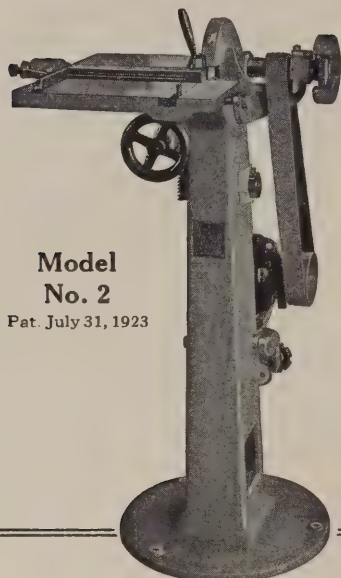
Service From Fourteen Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI, OHIO
CHICAGO, ILLINOIS
BOSTON, MASSACHUSETTS
KANSAS CITY, MO.
DALLAS, TEXAS

MINNEAPOLIS, MINNESOTA
ST. LOUIS, MO.
PHILADELPHIA, PENN.
ROCHESTER, N. Y.
DETROIT, MICHIGAN

KALAMAZOO, MICHIGAN
INDIANAPOLIS, INDIANA
BIRMINGHAM, ALABAMA
NASHVILLE, TENNESSEE



Model
No. 2

Pat. July 31, 1923

Shipped
Ready
for Use



[SAW AND MITERING MACHINE]

TWELVE tabloid reasons why every printer and publisher should have a Trimmer. Compare them item for item with any other composing room saw and you will know the reasons why you should own one or more, why you should replace other saws with the Trimmer, or install one if you have none.

- 1—A positive, powerful work-holding vise.
- 2—Instantly set, self-locking end gauge.
- 3—Graduated Miter Gauge, permits mitering border without reducing its length.
- 4—Material to be cut is placed in front of gauge causing finer and smoother cutting.
- 5—Will saw and trim to less than one pica in length by points, without adding any attachments.
- 6—Ribs of slugs can be trimmed off. Our dependable work-holding vise will hold them in position.
- 7—Column cannot clog, as waste material is ejected from side, passing clear of machine.
- 8—Sawdust must go down column and not through the air.
- 9—Motor off floor and fastened on an adjustable bracket; belt "slack" can be taken up instantly.
- 10—Positively safe and fool-proof.
- 11—Heavy construction throughout, and like all efficient machines, simple mechanically, consisting of few parts.
- 12—Most economical saw for the employer, and easiest for the operator.

For the smaller plants that do not feel like paying the total price at once, we are glad to arrange convenient terms. What we want to do is to put this highly useful tool in every composing room in the country. From present indications that time is not far distant.

Send today for complete information. It will be more to your interest than ours.

Cheshire & Greenfield Mfg. Co.
538 South Dearborn Street, Chicago, Ill.

"NPJ" ROUND TABLE (CONTINUED)

and to prevent them being soiled. Twenty-five stock sizes are made, and also special sizes to order. Printing establishments as well as engravers producing business and calling cards find increasing call for devices of this kind.

ACCOUNTING : : MANAGEMENT

INCORPORATED?—The Inter-Mountain Press carried this question and answer: "Q. Is there an advantage in incorporating a newspaper?" A. Yes, under certain circumstances. To begin with, incorporation relieves the owner of stock from liability, except to the extent of his holding of stock, for debts which may be created. If it is desired to secure money to establish a newspaper, this might be a controlling influence with many who would be willing to take part if they did stand to lose, in case of bad luck or poor management, anything more than their original investment. Under a partnership, each partner is personally liable to the extent of his possessions for the debts of the partnership. To practice a co-operative plan for the purpose of giving employees a financial interest in a business, incorporation is essential; a partnership of ten or twenty people would never be anything except a muss."

HE IS IN "BUSINESS"—Publisher H. Sands, Monterey Park (Calif.) Progress, was pressed by merchants to make his weekly a daily, with all sorts of promises. The next day the "death of the infant" was announced, as follows: 'Food was shut off by the merchants, and the baby died of starvation. Rest in Peace'. The second page, black-bordered, contained only this: "This space was for sale, nobody wanted it. Good Night, 30." Editor Sands did not hang onto the "rope of giving them what they want."

COMPOSITION, PER PAGE—Twelve dailies in the southeast with circulations up to 30,000, show a page composition cost from \$5.21 to \$12.45. The \$5.21 cost is on the piece scale, and the next lowest was \$6.67.



WHAT GENIUS IS

CERTAINLY there is no profit in cultivating a false pride, a closed mind, and unreasonable prejudice. The truth is that these stupidities cost the business world millions of dollars each year . . . it is frightfully expensive. The closed mind first ridicules and then resents. I may want to present you with ten thousand dollars but if your hand is closed tight I can't even give you the money. Would any of us pay ten thousand dollars a year for the privilege of being stubborn? *Genius* is just another word for *Open-Mindedness!*

—WILLIAM FEATHER,
Imperial Type Metal Magazine.

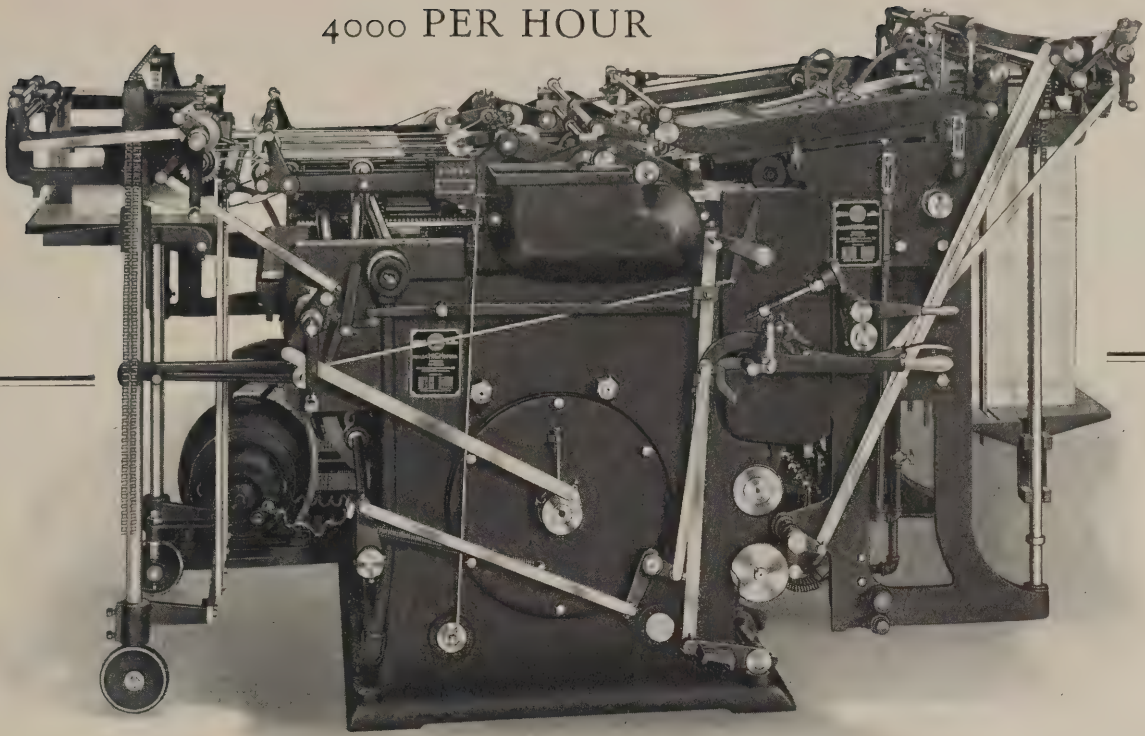


ASSOCIATION PROGRESS

DUZARDU—A new word coined by Timothy Brownhill, Puente (Calif.) Valley Journal, secretary of the Southern California Press Association, and being simply a novel way of saying, "dues are due."

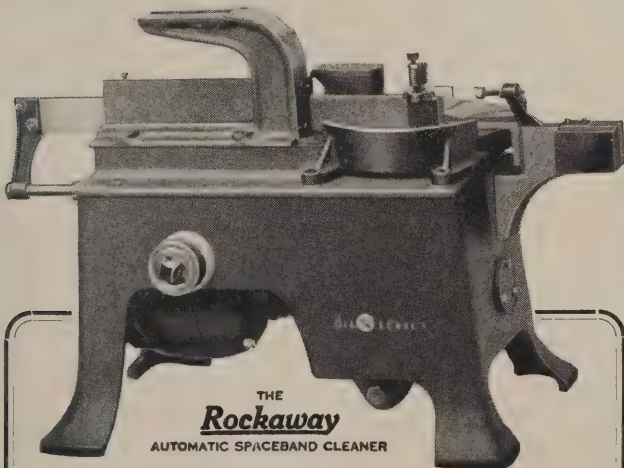
CRAFTSMEN, IN AUGUST—Among the speakers at the Omaha gathering of the International, Aug. 10, 11 and 12, are: George K. Hebb president of the U. T. A.; B. O. Henning, Supplymen's Guild; John Deviny, Bureau of Engraving and Printing, Washington; Dr. Blum, Bureau of Standards, Washington; Thomas K. Knapp, veteran Linotype man; Norman Altman, Butler Paper Co.; Frederic W. Goudy, Robert Myers, president of the Electrotypes association; T. W. McCullough, typographical union delegate to the A. F. of L. A large exhibit of printing is nearing completion, and "true western hospitality," for which Omaha is famous, is extended.

4000 PER HOUR



MILLER HIGH-SPEED The press that has revolutionized printing production, printing prices and printing profits in hundreds of the country's most progressive shops. Write for descriptive matter, prices and terms.

MILLER SAW-TRIMMER COMPANY, Pittsburgh
 Atlanta Boston Chicago Dallas Detroit Los Angeles Minneapolis
 New York Philadelphia St. Louis San Francisco



THE
Rockaway
 AUTOMATIC SPACEBAND CLEANER

Increase the Efficiency of Your
 Linotypes and Intertypes
 by installing

The Rockaway Automatic Spaceband Cleaner

This machine cleans 30 spacebands per minute and applies graphite in just the right quantity.

Machine sent on 10 days' trial.

The Rockaway Co.

3508 Grand Avenue

Milwaukee, Wisconsin

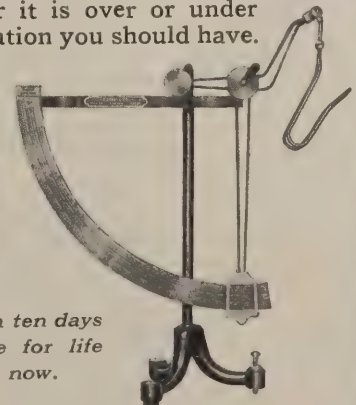
Is Your Print Paper Up to Specifications?

Print paper which is over weight means added expense. Print paper under weight spells trouble in your press room.

The Cady Scale

is a patented instrument which provides a simple and accurate method for testing a small sheet of paper from each roll to determine whether it is over or under weight—information you should have.

With the CADY SCALE you can have a daily report on every roll stripped in your press room.



All goods sent on ten days approval. Write for life size circular now.

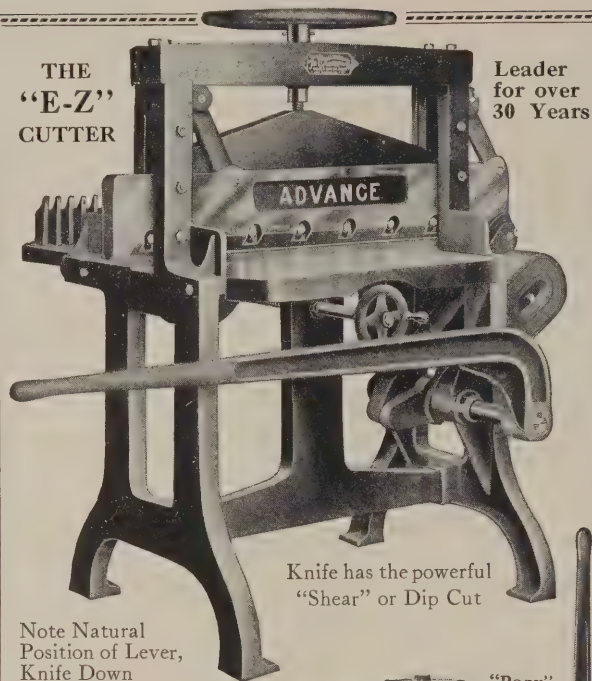
E. J. Cady & Company

549 West Washington Blvd.

Chicago, Illinois

THE
"E-Z"
CUTTER

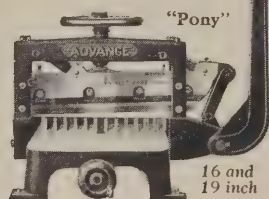
Leader
for over
30 Years



Knife has the powerful
"Shear" or Dip Cut

Note Natural
Position of Lever,
Knife Down

Advance Cutters



16 and
19 inch

Advance Lever Paper Cutters are made in five sizes, from the 16-and 19-inch "Pony," with or without iron stand, to the sturdy 23 $\frac{1}{4}$, 26 $\frac{1}{4}$ and 30 inch sizes illustrated above

Send today for full information regarding Advance Cutters and ask for literature describing any of the following machines and utilities used throughout the world in the Graphic Arts:

Diamond Power Paper Cutters
Lee Two-Revolution Cylinder Press
Hoerner Combination Type-High Machine
Challenge Addressing Machine
Mercantile Addressing Machine
Sieber Adjustable Hand Punch
Challenge Proof Presses
McGreal Combination Printers' Chases
Challenge Labor-Saving Iron Furniture
Challenge Mammoth Iron Furniture
Challenge Notched Iron Furniture
Challenge Semi-Steel Imposing Surfaces
Challenge Pressed Steel Galleys
Challenge Rigid Rim Galleys
Challenge Iron Sectional Blocks and Hooks
Challenge Type-High Gauges
Challenge Quoins and Keys

SOLD BY ALL LIVE DEALERS EVERYWHERE

The Challenge Machinery Co.

GRAND HAVEN, MICHIGAN

Chicago, 124 S. Wells St. New York, 220 W. 19th St.

"NPJ" ROUND TABLE (CONTINUED)

DATES FOR PRINTER-PUBLISHERS

August

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN, 10-12, Omaha, Neb.

MINNESOTA NORTHWEST DAILY PRESS ASSOCIATION, Little Falls. (Exact date not given.)

WISCONSIN PRESS ASSOCIATION, 13-16, summer tour.

ALBERTA PRESS ASSOCIATION, 27-28, Edmonton.

WASHINGTON PRESS ASSOCIATION, 21-22, Spokane.

September

VIRGINIA PRESS ASSOCIATION, 10-12, Clifton Forge.

INTERSTATE CIRCULATION MANAGERS' ASSOCIATION, 15, Wilmington, Del.

INTERNATIONAL ASSOCIATION OF ELECTROTYPERS, 17-19, Congress Hotel, Chicago, Ill.

October

NATIONAL ASSOCIATION OF STATE PRESS MANAGERS, St. Louis, Mo.

UNITED TYPOTHETAE OF AMERICA, 19-24, Edgewater Beach Hotel, Chicago.

DIRECT MAIL ADVERTISING ASSOCIATION, 28-30, Boston.

OHIO CIRCULATION MANAGERS' ASSOCIATION, 28, Columbus, O.

TEXAS EDITORIAL ASSOCIATION, 3-5, Brownsville.

December

KANSAS DEMOCRATIC EDITORIAL ASSOCIATION, 28, Wichita.

Newspaper Contests

NATIONAL EDITORIAL ASSOCIATION—"Best Community Service", Quakertown (Pa.) Free Press, Charles M. Meredith, editor; "Best Front Page", Houlton. (Me.) Times, Charles H. Fogg, editor; "Best Editorial Page", Rhinebeck (N. Y.) Gazette, Jacob H. Strong, editor.

RULES FOR CONTESTS—The committee of the Nebraska Press Association to prepare rules governing entries and awards, has reported the following, which will be of exceptional interest to all associations and contestants in America:

1. **TO ALLOW AMPLE TIME** for judges to work all entries must have been printed in the twelve months prior to November 1st, each year, and to insure consideration, all entries must be in the hands of the field manager not later than November 10th, each year.
2. **ALL ENTRIES** must be general run of the paper, and on the same stock that is used for regular editions.
3. **JUDGES** will attach score cards to each entry, showing the points on which awards are made, and number of points awarded on each score. The field manager will supply each judge with blank score cards.
4. **TO INSURE** consideration, each entry shall consist of not less than ten consecutive issues of the paper. These issues may be selected from any period within the allotted twelve months.

Each entry shall be scored as follows:

FRONT PAGE CONTEST: Typographical appearance, 50; choice of material, 25; manner in which material is handled, 25.

EDITORIAL PAGE: Scope and suitability of topics, 30; leadership, 30; literary excellence, 30; mechanical appearance, 10. Tear sheets may be submitted instead of complete papers, provided they show printed heading and date. Complete pages must be submitted, not parts or single editorials.

FIELD MANAGER'S CUP: Mechanical excellence, 10; completeness of field coverage, 25; originality of matter, 25; leadership, 20; promotion of community interests, 20.

COMMUNITY SERVICE CUP: Letters of nomination or recommendation should accompany all entries. The judges will be asked to submit a written report, analyzing all entries and giving reasons for award. It was not considered practical to prepare a score card for this contest.

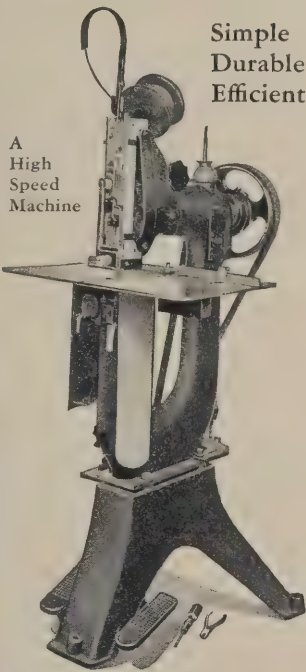
SCHOOL DEPARTMENT: General appearance of page, 10; News value, 15; Variety of school news, 20; Interpretive value of the page in giving the reader an understanding of what the school is doing for the community, 20; Degree of student participation shown in the reportorial work and preparation of material, 20; Evidence of co-operation between schools and the publisher in development of this department, 15.

JUNIOR CUPS: Two Junior Cups will be provided, to be awarded to papers in towns of 1,000 population, or less, one for Best Front Page, and one for Best Paper. These will be governed by the same rules as apply to other cups.

MASSACHUSETTS DAILIES: Students of the Community Newspaper Class, Department of Journalism, Syracuse (N. Y.) University, made selections in class work on a week's issues as follows:

The North Adams Transcript was awarded first place for the best all around paper because it excelled in a number of departments. The Transcript won 19 points, the Wakefield Daily Item, and Gloucester Times each 15. The Item was a shade ahead for second best.

The New No.19 BOSTON Wire Stitcher



Simple
Durable
Efficient

Adapted to all classes of stitching within its capacity. Flat work up to a full half-inch and saddle pamphlet stitching of all kinds easily handled.

MAXIMUM SPEED 300 STITCHES PER MINUTE
WORKING PARTS SINGLY ADJUSTED

[The No. 19 BOSTON is new in design, has many exclusive features and will be found unusually productive and dependable. Write for quotation]

American Type Founders Company

GENERAL SELLING AGENT

Sold also by Barnhart Brothers & Spindler, and in Mexico and South America
by National Paper and Type Company

SET IN GARAMOND BOLD TEAGUE BORDERS

Eliminate Waste

in Your

Composing Room

The MONOMELT System—

Produces better type faces.
Produces more solid slugs.
Eliminates metal furnace.
50% less labor operations.
75% less metal drossage.
10% more production.

SAVES TIME, LABOR, MONEY

MONOMELT
SLUG FEEDER

It Cleans as It Melts

Printers' Manufacturing Co.

1106-17 Transportation Bldg.

Chicago, Ill.

*Write us for Comments by Hundreds of
Enthusiastic Users.*

CURLE SAW TRIMMER

*Accurate
Simple to
Operate
Built to Last
a Life Time
Investigate*

You cannot
afford to be
without this
machine

*Send for Literature
Prices etc.*



Built and Sold by

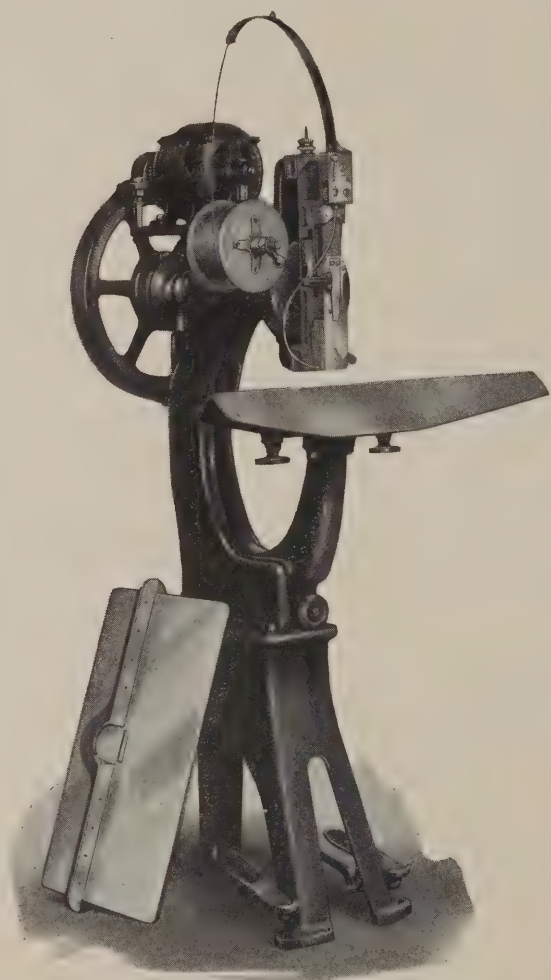
CURLE MANUFACTURING CO., INC.

429 Sacramento St.

San Francisco, Cal.

MORRISON "PERFECTION" WIRE STITCHERS

*Built in Sizes to Meet
Your Requirements*



Shown above Model 5-A, capacity two sheets to quarter of an inch. A high speed unit capable of instant adjustment, using 25 to 30 wire with complete success.

© © ©

Sales and Service

© © ©

C. I. Johnson Mfg. Co.
Sole Northwest Agents
Saint Paul

"NPJ" ROUND TABLE

(CONTINUED)

Front Page—divided into two forms of makeup—liberal and conservative. Few papers tended toward liberal makeup, and only two places were awarded. The Greenfield Daily Recorder and the North Adams Herald were rated highest in each group, owing to care in makeup, balance in heads and typographical display.

Local News—The Wakefield Daily Item outdistanced all others, even its front page being devoted almost entirely to local news. The Southbridge News was a close second.

Editorial Page—Gloucester Daily Times got first place by unanimous decision; Newburyport News second, and Wakefield Daily Item third.

Community Service—Attleboro Sun first for a definite, aggressive program of helpfulness to the community; Southbridge News, second; Wakefield Daily Item, third, its boosting of local growth receiving particular mention.

Correspondence—With its entire second page devoted to correspondence from nearby towns the Gloucester Times was held to be superior. North Adams Transcript was runner up with its full page toward the back part of the paper.

Advertisements—Neat appearance, good cuts and excellence of makeup in display of advertisements put the Gardner News first; North Adams Transcript, second.

Sports—A sporting page with a great variety of items gave the North Adams papers the lead. Greenfield Daily Recorder and Attleboro Sun were next in line.

"The local element of interest was given particular consideration in all departments," says the report in closing. "These deductions do not represent the last word in judgment of newspaper values, yet they are the result of careful examination following four months of concentrated study of the principles of small city daily publication."

ASSOCIATION ELECTIONS

ASSOCIATION OF SALES AND ADVERTISING

COUNSELORS—President, Charles Henry Mackintosh, 910 S. Michigan Ave., Chicago; vice-president, Noble T. Praigg, Praigg-Kiser & Co., 222 E. Ontario St.; secretary-treasurer, Phillip McA. White, 76 W. Monroe St., Chicago; Directors: R. Roy Shuman, 77 W. Monroe St., Chicago; Frank B. White, 76 W. Monroe St., Chicago.

LOUISIANA STATE EDITORIAL ASSOCIATION—

President, L. A. Andrepont, Opelousas Clarion-Progress; vice-president, D. H. Mason, St. Tammany Farmer; secretary, Horace A. Mangham, Richland Beacon-News; treasurer, William F. Roy, St. Bernard Voice.

NEW ENGLAND DAILY NEWSPAPER ASSOCIATION—

President, James T. Murray, New Bedford (Mass.) Standard; vice-president, Henry H. Conland, Hartford (Conn.) Courant; secretary, James M. Langley, Concord (N. H.) Monitor; treasurer, Albert H. Fuller, Brockton (Mass.) Enterprise.

NATIONAL EDITORIAL ASSOCIATION—President,

Frank O. Edgecombe, Geneva (Neb.) Signal; vice-president, Herman Roe, Northfield (Minn.) News. Executive committee: L. C. Hall, Wareham (Mass.) Courier; C. M. Meredith, Quakertown (Pa.) Free Press; Erwin Funk, Rogers (Ark.) Democrat; H. U. Bailey, Princeton (Ill.) Republican; John C. Lochner, Sarasota, Fla.

CATHOLIC PRESS ASSOCIATION—President, F. C.

Scanlon, Brooklyn (N. Y.) Tablet; vice-president, T. V. Shannon, Chicago New World; secretary, Benedict J. Elder, Louisville Record; treasurer, Charles J. Jagle, Jr., Pittsburg Observer.

SOUTH FLORIDA PRESS ASSOCIATION—President,

Mrs. C. H. Holderman, Cocoa Tribune, vice-president, Guy Ruhl, Frost Proof; secretary, Mrs. George Keller, Mount Dora; treasurer, Carl Rehrick, Dade City.

MAINE DAILY NEWSPAPER ASSOCIATION—Presi-

dent, Frank B. Nichols, Bath Times; secretary, William Dow, Portland Evening Express; treasurer, Walter Reed, Bangor News.

EIGHTH DISTRICT KANSAS EDITORIAL ASSO-

CIATION—President, J. M. Satterwaite, Douglass Tribune; vice-president, Ed Davis, Whitewater; secretary-treasurer, Lela White, Clearwater.

Useful Newspaper Equipment At Bargain Prices

The following machinery represents only a small portion of the excellent values which we own and offer.

Goss Comet 8-page Newspaper Press

Campbell Rotary Newspaper Press, 8 pages, production 8,000 per hour.

Scott 7-column Web Newspaper Press, arranged with folder to produce 4, 6, 8, 12 or 16 pages at the rate of 12,000 finished pages per hour, with complete stereotyping equipment.

7 No. 1 Mergenthaler Linotypes
1 No. 2 Mergenthaler Linotype
2 No. 3 Mergenthaler Linotypes
1 No. 4 Mergenthaler Linotype
1 No. 5 Mergenthaler Linotype
2 No. 8 Mergenthaler Linotypes
1 No. 15 Mergenthaler Linotype
1 No. 17 Mergenthaler Linotype

All Linotypes completely rebuilt on our own floor by an expert who has had years of experience on Linotype machines.

New 7 and 8-col. Hall Casting Boxes

Steel-top Form Tables

Goss Matrix Rolling-in Machine

Hamilton Wooden 25 and 50-drawer type Cabinets, 2/3 and full size

Steel Imposing Surfaces, all sizes, with square-legged table, shelf and drawer

Stereotype Chases—all sizes

*Write for current issue of "Hall Broadcaster"—
It may save you money.*



THOMAS W. HALL CO.
INCORPORATED
512 WEST 41ST STREET, NEW YORK

MORE PROFITS

Make this year show the biggest gain and the biggest business in all departments of your newspaper. P. C. C. Service can help you—it will give you MORE circulation—MORE influence—GREATER advertising rate —

AND MORE PROFIT

\$141,769 IN CASH
22,134 NEW
SUBSCRIBERS

Represents the business secured by this organization in recent campaigns—seven daily papers and seven weekly papers—a total of 14 newspapers in all—may we serve YOU?

"Twenty Years Doing One Thing Well"

PACIFIC COAST CIRCULATION SERVICE

Self Financing Circulation Campaigns

Bell Block

Cincinnati, Ohio

"A Wire Will Save Time"



Don't make apologies for the proofs you send out.

It is so easy nowadays to make good proofs that you can't afford to spend time explaining away complaints or queries about proofs.

No. 2 Poco Proof Press, here illustrated, is a great press for publishers. It proofs everything from the smallest job forms to slug-set galleys and large advertisements. The way impression is made and the use of a special rubber blanket in the cylinder packing does it.

Send for the new circular illustrating and describing the three styles of Poco Proof Presses.

HACKER MANUFACTURING CO.
320 S. Honore St., Chicago, Ill.

S-H "Big Four" Saw-Trimmers

**Best Machines
on the Market**

A line that will meet every demand from the smallest to the largest office.

All equipped with motor ready for use.

Model No. 4 \$ 85.00

Model No. 3 150.00

Standard Model 190.00

Model No. 2 350.00



Model 2
S-H
Saw-Trimmer

SPECIAL OFFER

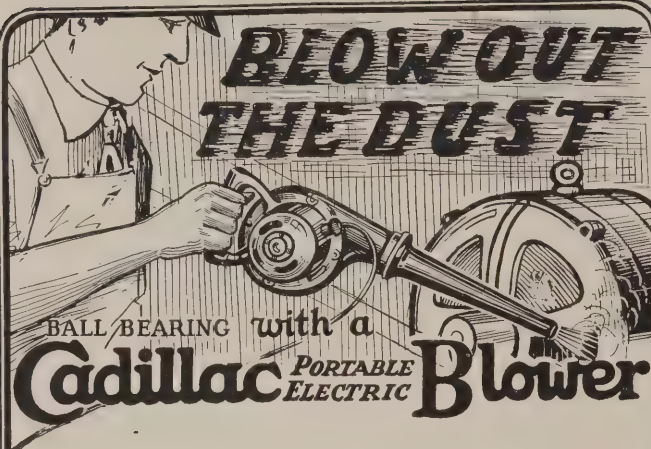
We have four Standard Models of an earlier make on hand. These machines are in first-class condition and sell for \$95.00, or half of the present price.

Write for Literature, Terms and Special Discounts

**The Schuyler-Hildman Saw-Trimmer
and Linotype Supply Co.**

160 N. Wells Street

Chicago, Ill.



BLOW OUT THE DUST

BALL BEARING with a
Cadillac PORTABLE ELECTRIC Blower

The "good old summer time" is when the grit and dirt blow in through the open windows and settle all over the typesetting machines—on keyboards, magazines and motors, and begin the slow but sure work of DUSTRUCTION.

Dust and dirt in electric motors and other machinery is costing you many dollars a year in inefficiency and depreciation, and dust insurance is cheap at any price.

The CADILLAC Blower is equipped with the famous NORMA Precision Ball Bearings and requires no oiling. Instantly convertible for suction cleaning.

Get acquainted with this modern time-saver. Send for the descriptive folder. It will pay you.

CLEMENTS MFG. CO.
616 FULTON STREET CHICAGO
Canadian Factory: 81 Duchess St., Toronto

QUALITY SERVICE VALUE

Embodied in All
Standard Line, Point Set

TYPE

Manufactured by

Damon Type Founders Co.

INCORPORATED

44 Beekman Street, New York

We Carry in Stock Ready for Immediate Delivery
Chandler & Price Presses, Hamilton Wood and Steel
Equipment, and Everything the Printer Requires.

"NPJ" ROUND TABLE (CONTINUED)

SOUTHWEST KANSAS REPUBLICAN EDITORIAL ASSOCIATION—President, Bert Barnard, Ness City Sunday News; vice-president, P. McKenchine, Kinsley Mercury; secretary, Earl Fickett, Peabody Gazette; treasurer, W. Y. Morgan, Hutchinson News-Herald.

TEXAS WOMEN'S PRESS ASSOCIATION—President, Mrs. J. M. F. Gill, Burkburnett; vice-presidents, Mrs. Mamie D. Peck, Corsicana; Mrs. M. C. Cook, Austin; Mrs. F. B. Robinson, Waco; corresponding secretary, Mrs. Emma C. Evans, Dallas; recording secretary, Mrs. J. C. Nagle, Dallas, treasurer, Mrs. Kate H. Makenson, Georgetown.

INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION—President, E. R. Hatton, Detroit (Mich.) Free Press; first vice-president, Charles Payne, Indianapolis (Ind.) Star; second vice-president, Harold Hough, Fort Worth Star-Telegram; secretary, Clarence Eyster, Peoria (Ill.) Star-Telegram. Directors: Ted Booth, Grand Rapids (Mich.) Press; W. A. Butler, Colorado Springs (Colc.) Gazette; John Toler, Atlanta (Ga.) Constitution; James A. Matthews, St. Paul (Minn.) Pioneer Press.

Educational : : Notes

CALIFORNIA PLAN—Ben H. Read, director of the Southern California Press Association, announcing the national advertising promotion plan of the organization, says the job is to sell the field; that it would be suicidal for such an association to actually attempt handling orders for space and all that goes with such a function. A mail campaign to foreign advertisers and personal calls in the state, are under way, the campaign revolving around the community, circulation, rate and other facts of the member papers—co-ordinated as one field. Mr. Read has offices at 515 American Bank Bldg., Los Angeles. The Washington (State) Press Association, another lively Pacific Coast organization, is in the midst of a similar campaign. (Ed. Note: There are prospects for a All-Pacific Coast campaign. I believe these kinds of plans will develop into interstate movements shortly, and finally there can be a national movement for the benefit of all the smaller newspapers.)

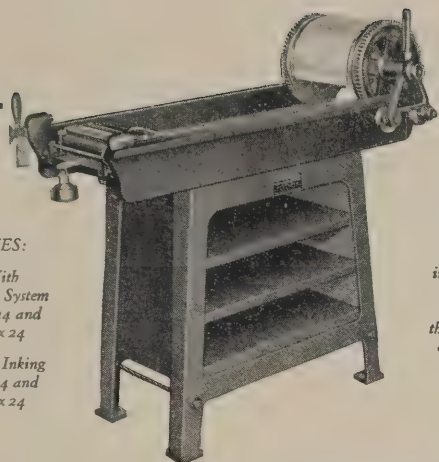
TO MEXICO—A Group of University of Missouri Journalism students in June made a three weeks' trip into Mexico to study the newspapers, at an entire cost of \$250 per student.

OPINIONS; EXPERIENCE—The Kissinger's Rome (N. Y.) Daily Sentinel says editorially the day after students of the Department of Journalism, Syracuse, N. Y., ran the paper completely for an issue: "There was a time when Schools of Journalism were regarded as a fad . . . it is better for young men and women to get the proper steer under competent instructors . . . it avoids the errors of picked-up learning and gives a foundation of ideas and ideals."

ABANDON SCHOOL—The Department of Journalism of Beloit (Wis.) College has been discontinued, as Beloit has adopted a policy of confining itself strictly to the field of liberal arts, says the president.

POSTAL RATES—The National Council of Business Mail Users, according to reports, plans a \$250,000 fund to assist in improving the postal rate laws; \$100,000 is to be spent in advertising in all classes of journals and newspapers. Homer J. Buckley, president of Buckley, Dement & Co., Chicago, is president of the managing committee.

FRANK H. BURGESS, publisher of the LaCrosse (Wis.) Tribune and for years a "big gun" in the Inland Daily Association, has been appointed a member of the committee of the American Newspaper Publishers' Association in charge of the Bureau of Advertising. President S. E. Thomason of the A. N. P. A., general manager of the Chicago (Ill.) Tribune announced the appointment. This is the first appointment of a so-called small-city publisher and of an Inland member, to the committee. The other members are: Wm. F. Rogers, Boston Evening Transcript, chairman; J. W. Cleary, Tribune, Chicago; Howard Davis,



SIZES:

With
Inking System
10 x 24 and
12 x 24

Hand Inking
12 x 24 and
14 x 24

Many
improvements
have been
made in
the design and
construction
of these
presses.

Vandercook Rigid Bed ROLLER SERIES PROOF PRESSES

One of the much used Vandercook models

These simple and compact presses are without equal for the rapid production of good proofs on any work within their size that does not need to be fed to grippers. Their practical utility has been established by their use in the greatest plants in the world such as the United States Government Printing Office, R. R. Donnelley & Sons Co., The Curtis Publishing Co., The Henry O. Shepard Co., Chicago, The Amalgamated Press of London, England, etc. The five plants mentioned use a total of 30 Vandercook Roller Series Proof Presses.

WRITE FOR FULL INFORMATION

Vandercook & Sons *Originators of the
Modern Proof Press*
1716-22 W. Austin Ave., Chicago, Ill.



The "WILKE'S" Way

Quality in type metals is assured only by careful refining processes: By methods which safeguard the purity of all ingredients, carried on under the supervision of expert metallurgists and chemists who understand all of the details of manufacture and use. There is no other way — it is the "Wilke's" way.

"Wilke's" Type Metal Insurance is your protection against the deterioration of your metal. Let us know you are interested and we will tell you all about it.



METALS REFINING COMPANY

HAMMOND, INDIANA

Warehouses in All Principal Cities

For Sale, Because of Consolidation at OSWEGO, NEW YORK

12-page Duplex Flat Bed Web Press, Printing papers of 4, 6, 8, 10 or 12 pages.

Model 1 Linotype

Model K Linotype

Model A Intertype (two)

Hoe flat casting box, 5 col., 11 x 22 inches

Hoe galley proof press, 10 x 24

Wesel melting pot, 500 lbs.

This machinery worked right along in good shape until two papers consolidated, and is now looking for other employment. Can be seen in operation at Oswego until sold.

For Details and Rock Bottom Prices,
Wire or Write

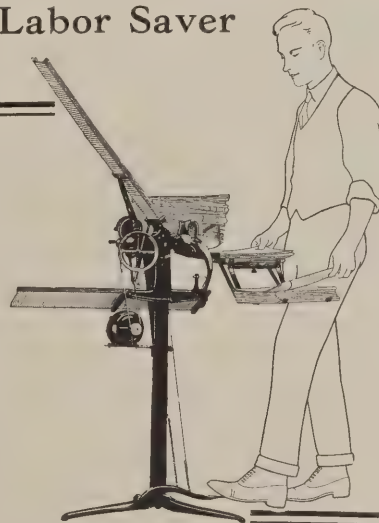
BAKER SALES COMPANY

200 Fifth Avenue - - - New York City

Many Other Machines for Sale "Used But Good."
Send for Our List No. 50.

TYPADDRESSER A Proved Labor Saver

Prints 4,000 clear-cut visible addresses per hour from linotype slugs through an inked ribbon on the margin of paper. Electric driven, fully guaranteed.



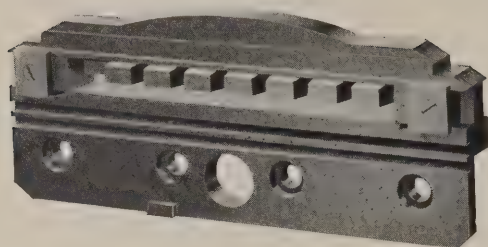
Sold on thirty days' trial. Mail the coupon for full particulars. Write today.

THE TYPADDRESSER CO.
City National Bank Bldg.,
Omaha, Neb.,

Please send me complete details and prices on the Typaddresser.

Name.....

City..... State



Equip Your Linotype or Intertype Machines with a Stevenson Furniture Mold

It enables you, *at no additional cost*, to cast your own space and base material, same as a line of type.

"It Speeds Up the Make-up"

Write for Special Offer.

Ashton G. Stevenson, Inc.
859 North Franklin St.
Chicago



"Fastener" Envelopes

WESTERN STATES SERVICE in "Fastener" envelopes is exceptionally broad. Two whole pages of our Price List No. 27 are devoted to clasp envelopes and string-fastener envelopes in suitable stocks and special service in attaching fasteners to all sizes and kinds of our regular stock envelopes.

That's only one of the countless helps offered by this marvel-book of envelope economies.

Get your free copy and learn all about the Service that carries twenty million envelopes in stock—over 600 kinds—ready for instant shipment.

The Western States Envelope Co.
South Water from Clinton to Ferry Sts. Milwaukee Wisconsin

"NPJ" ROUND TABLE (CONTINUED)

Tribune-Herald, New York; W. C. R. Harris, Star, Toronto; William J. Hoffman, Oregonian, Portland; D. B. Moore, Record, Ft. Worth; Fleming Newbold, Star, Washington; David B. Plum, Record, Troy; Geo. M. Rogers, Plain Dealer, Cleveland; Allison Stone, Journal, Providence; Louis Wiley, Times, New York; John B. Woodward, News, Chicago.

LETTERS FROM READERS

VICTOR R. PORTMANN, 660 State St., Madison, Wis.—

"I was informed by Mr. Hotaling, secretary of the National Editorial Association, that I had won in the recent membership contest the two years' subscription to your excellent magazine.

"I was more than satisfied with this reward as I had asked especially for the Printer-Journalist in my choice of prizes. I like the Printer-Journalist and think that it is covering a fertile field, and especially for its endeavors to reach the country printer and publisher. There is no other magazine that covers this field adequately and your publication can and does give its readers practical ideas as well as covering the news, which no other trade magazine can do. I hope that in the future the 'NPJ' will enlarge and expand and preach the gospel of good printing and modern up-to-date business methods, modern printing plants, and practical working ideas to the country printer who has been woefully neglected in the past.

"I will make use of 'NPJ' in my work at the University of Wisconsin, especially in my class work as instructor in printing and typography in the School of Journalism. We used the 'NPJ' this year in our study of trade magazines, and I assure you that it was ranked high among the many publications that we studied and reviewed."

GEORGE W. JAMES, Bowmanville (Ont.) News—"Every issue of 'NPJ' is worth a year's subscription. It is the most profitable trade paper I take, as many practical ideas await the reader."

D. C. SIMONS, Grant City (Mo.) Worth County Tribune—"You are making just the kind of trade paper I like and it goes the rounds in the office."

CLARENCE M. HILLMAN, Two Harbors (Minn.) Lake County Chronicle—"I am a great admirer of 'NPJ' and get a lot of useful information out of it."

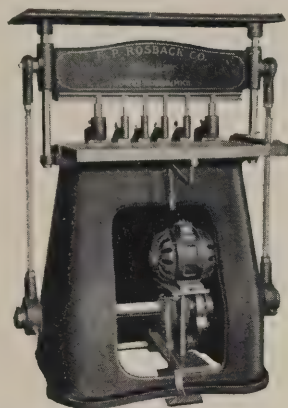
CHARLES W. ROLL, Manager of the Coraopolis (Pa.) Record, calls attention of the editor to an error in our June issue, page 21, in which his present advertising rates were not correctly given: "Our rates are 50 cents an inch for display, 10 cents per line for readers." We offer our apologies.

N :: E :: W :: S

USING "A MIRROR"—M. P. Kelly, Watseka (Ill.)

Irroquois County Times (subject of an 'NPJ' Blue Print feature some months ago; recently burned out, and rebuilding) addressing the Hoopeston (Ill.) Chamber of Commerce: "I once ran a sensational newspaper . . . finally I got to reading those articles to myself after the paper was printed, and found the lesson of being ashamed of them. Today we print a real newspaper, free from personalities, and have a real money maker." Confessing an experience of getting disturbed over a new competitor, Mr. Kelly wound up: "Competition is just as much of a bugbear as we ourselves make it. If we mind our own business, it will grow; and if we don't, we become pikers mighty fast."

SUSTAINED IN APPELLATE COURT—Advices received by "NPJ" state that "The Miller Saw-Trimmer Company's right to certain patent claims, contested by the Miehle Printing Press & Manufacturing Company, et al, was sustained by a decision handed down June 20, 1925, by the U. S. Court of Appeals of the Third Circuit, af-



THE ROSBACK MULTIPLEX PUNCHING MACHINE

The Only Machine in The World That—

Round Corners Tab Cuts for Index Cards Punches Round or Open Holes
Perforates (Like Postage Stamps)

Does a Wider Range of Work than Any Other Punching Machine.
Latest Type One-Piece Self-Aligning Punch Heads.

Power Applied on Both Ends.

Heads can't Creep or Move while Punching.

No Spring or Tilt of Head.

Very Massive—Heavily Constructed Throughout.

One-Piece Bed and Stand.

Heads can be Removed from any Position without Disturbing Others in Use.

F. P. ROSBACK CO.

Benton Harbor, Michigan

THE LARGEST PERFORATOR FACTORY IN THE WORLD

Don't "Try" Another Feeder
When You Know

The Margach

Will Make Good



MARGACH METAL FEEDER

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price \$75.00 Each

Additional molds \$2.00 each
Watercooled Molds: set of 4, \$100.00;
set of 6, \$150.00.

MARGACH MANUFACTURING COMPANY
213 Centre St., New York City

Advantages

Low priced as compared to value; greater production; perfect slugs; economy in consumption of gas; uniform temperature of metal; great saving of time in repigging and feeding, 10-year guarantee; never out of order; no overheating or leaking; simply constructed; no trouble to operate.

*A Trial Will Convince
You*

SPARTAN TYPE METALS



THE PRINTING WORLD
RECOGNIZES THE
SUPERIORITY OF
SPARTAN
AND WE RECOGNIZE
OUR RESPONSIBILITY

For
Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositype

All Special Feed Bars

MERCHANT & EVANS CO.
PHILADELPHIA

Since 1866

TYPES THAT TALK

Superior Printing Equipment

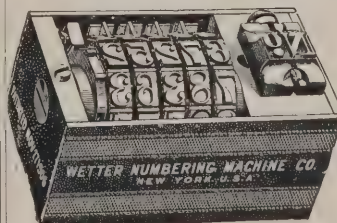
WHEN in the market for Type Faces or Typographic Material, write for Specimens of our latest productions. Our modern designs are by noted artists of today and serve most effectively the advertising and commercial printing problems of the present. We are merchants of the best in Printing Machines and furnishers of Complete Equipments and Supplies.

Barnhart Brothers & Spindler

SUPERIOR PRODUCTS since 1868

Chicago Washington, D. C. Kansas City
Dallas Omaha Seattle
Saint Louis Saint Paul Vancouver, B. C.

Wetter Numbering Machines



For Numbering
and
Printing
at one Impression

Sold by all Dealers

Wetter Numbering Machine Co.
Atlantic Ave. & Logan St., Brooklyn, N. Y., U. S. A.

*Readers, results
and revenue—we
build these three
"r's" for a news-
paper's classified
medium.*

THE BASIL L. SMITH SYSTEM, INC.

*International Classified Advertising
Counsellors*

Packard Building

Philadelphia

STEREOTYPE CHASES

Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy.

Plain chases converted for Autoplate casting or made larger or smaller.

All kinds of chase alterations and repairs.

Prices for any size single page chase:

With plain bolster \$42.50

For Autoplate casting 50.00

American Steel Chase Co.
122 CENTRE ST. NEW YORK

*For advertising material to
help you sell printing on*

**HAMMERMILL
BOND**

*Write to HAMMERMILL PAPER CO.
ERIE, PENNSYLVANIA*

THE biggest Newspaper
Publishers in the U. S. A.
and Canada read

"NPJ"

Mailed directly to their
Private Reading Tables
in Their Homes

"NPJ" ROUND TABLE

(CONTINUED)

firming a former decision by the U. S. District Court of Pennsylvania." The suit involved points in regard to the Honigman patent No. 1,074,720 owned by the Miehle company, and Wells & Hunter patent No. 1,363,200 owned by the Miller Company.

NEWS : : EDITORIALS

NO NEWS OF PETTY CRIMES—The Springfield (Mass.)

Republican announces: "In pursuance of its policy to publish a newspaper that meets the requirements of discriminating readers the *Union* hereafter will omit accounts of petty crimes and misdemeanors. . . . The established policy of this newspaper not to bring into criminal cases the family connections of the offender has been, we think, a policy favorably regarded by the great mass of our readers. The extension of this policy in the manner here outlined seems to us a logical development."

SOLVES CROSS-WORD PUZZLE BY RADIO—If subscribers to the Salem (N. J.) *Standard and Jerseyman* get stuck in the weekly cross-word puzzle, they are advised to get in touch with a local radio merchant who operates a radiocasting station, giving him the numbers and direction of the words. The answers are radiocasted.

RIPS INTO SMUTTY JOURNALISM—G. F. Rinehart,

Covina City (Calif.) *Citizen*, to the Journalism class of Southern California University: "If I were to publish a newspaper with the inmates of the penitentiary as my sole constituency, I would *not* fill it with stories of crime and scandal. If any class of people on earth might demand filthy newspaper work, would it not be those in the penitentiary? To say that people outside the prisons demand such stuff is to slander the human race and libel the Creator."

ITS POLICY—"Our Motto—The Enterprise Is Unsubsidized, Untrammelled; It Condemns Methods, Not Men; It May Differ, But It Does Not Detract; It Seeks Fairness, Not Favor." This declaration of the Coudersport (Pa.) *Potter County Enterprise* is printed in a streamer at the top of the front page, over the name plate.

EVERYBODY A REPORTER—The Enid (Okla.) *News*, at an employees' banquet announced a bonus of \$1 for a front page story tip or copy, 25 cents for any other, and 2 cents per personal item. Two columns of personals have now grown to five columns. The number of local stories printed has doubled. Bonus is paid in tickets, until \$10 is reached, when the tickets are cashed. At the next annual banquet \$25 will go to the highest bonus earner on the paper.

ON WITHHOLDING NEWS—"The things that are not mentioned in a newspaper are not always the things that the newspaper does not know. If you want to understand more of this subject buy a newspaper and run it." This from the editorial page of the Hot Springs (S. D.) *Star*.

WINS TEACHER SUPPORT—A feature "High Lights of History" in the Hartford (Conn.) *Courant*, is effective. Circulars to school children and other promotional methods are used.

DOG DERBY—The Hibbing (Minn.) *Daily News* and the Lions' Club co-operated in the promotion of a dog derby in which the kiddies of this "richest village in the world" entered their fidos and sleds.

HARRY HAMMOND'S STUNTS—The Byron (Calif.)

Weekly Times, notable for its red headlines and its remarkable success in one of the smallest towns in America having a newspaper, is a succession of surprises in handling news. A recent issue devoted the whole front page to the news of a \$125,000 golf club at Byron Springs, with pictures of the \$50,000 club house and the course.

HELPING DEALER AND PRODUCT—The Ft. Worth (Tex.)

Star-Telegram, A. L. Schuman, advertising manager, has been providing printed lists of advertised food products to telephone order takers in groceries, to aid these sales persons in increasing their sales.

REQUIRES NO HEATING!

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbings, Tipping and Mounting

SAVES 50 PER CENT IN LABOR

NUREX — The only Non-Inflammable Tabbings Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

THE LEE HARDWARE CO.

Salina, Kansas, U. S. A.



A Flexible Tabbings Compound

(Patented
June 1st, 1920,
Other Patents
Pending)

File Your Cuts the New Way —



- sectional bookcase idea
- modern-steel
- anybody can find quick
- good looking
- built for hard service
- as you need 'em, add 'em
- half the space
- costs less
- nothing like it

Here it is, 5 sections in a stack. Holds 90 square feet of printing plate surface on 14 x 18 inches floor space.

Save the Surface — Save the Cut

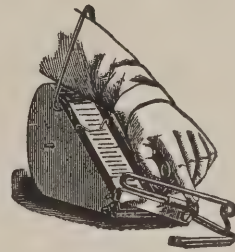
Our Facts Folder tells more

The Vertifile

HARLO R. GRANT & CO.

2318 Madison Street, Chicago Phone, West 3631

P. S.—Address our Used Department for List of Flat Drawer Files—Replacements.



THE ROBERT DICK MAILER

Reduces mailing expense

Efficient

Light

Inexpensive

Addresses (expert) 8,556 an hour

Beats them all

Leads, others follow

Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer

137 W. TUPPER ST. BUFFALO, N. Y.

NEENAH PAPER COMPANY

Neenah, Wisconsin

Makers of
SUCCESS BOND
OLD COUNCIL TREE BOND
CHIEFTAIN BOND
NEENAH BOND

Check
✓ the Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

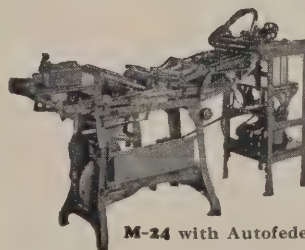
"Note the Tear and Wear as well as the Test"

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



M-24

Speed Unsurpassed!
Up to 4800 an Hour —
3600 on Quality Work
Increases Profits
\$15 to \$30 Per Day



M-24 with Autofede

This wonder Job Press is boosting profits for hundreds of printers. Makes all job work profitable. Equipped with Autofede (as shown in illustration), the work is turned out without attention except reloading Autofede. Write at once for particulars.

LISENBY MFG. CO.

1034 Transportation Building, Dept. D, Chicago, Illinois

Why ARE BAUM FOLDERS THE FASTEST SELLING FOLDERS IN AMERICA?

Probably because they are

Simple ✧ **Easy to operate** ✧ **Spoilage-proof** ✧ **Versatile** ✧ **Speedy**
Accurate ✧ **Sturdy** ✧ **Guaranteed five years** ✧ **Compact**

And—SO CLOSELY PRICED, they invariably RETURN THE ENTIRE INVESTMENT IN FROM ONE TO FOUR WEEKS' ACTUAL USE. Try one out on your own work—without obligation or expense. Write for our "Payment Out of Folder Earnings Plan, Instead of Out of Capital."

6 Models, \$270 up. All Motor-driven **RUSSELL ERNEST BAUM** **615-645 Chestnut St., Phila.**

BRANCHES: New York, Chicago, Baltimore, Washington, Detroit, Cleveland, St. Louis, Minneapolis :: **AGENCIES EVERYWHERE**

IF YOU ARE

Buying Printing
Using Direct-Mail Advertising
Responsible for the Success of a Modern Business
Interested in Typographical Design in Selling Documents
Interested in Advertising Art Work
Planning Advertising Campaigns
Writing Copy
Organizing a Service Department
Looking for Business Building Principles

IF YOU WANT

Solutions of These Hard Selling Problems
To Study Current Advertising Work
To Keep Abreast of Current Thought in Printed Sales-
manship
More Business—Greater Profits—Greater Success
An Inspiring, Instructive, Informative Magazine

Then You Should Read

PRINTED SALESMANSHIP

(Incorporated with The Printing Art)

It is the one magazine that will provide all these things, because it teaches and demonstrates by practical men—AUTHORITIES, not theorists—men who make their living by successfully doing every day what they write about.

The subscription to PRINTED SALESMANSHIP (incorporated with The Printing Art) is \$4 a year. Each issue weighs one pound, contains over 100 beautifully printed pages with many illustrations in color, gathered from all over the world—the work of the masters in every line of Graphic Arts. The size is 9¼ x 12½ inches. They are too expensive to send as sample copies, but a copy of the current issue will be mailed on receipt of 40 cents in stamps.

Address

PRINTED SALESMANSHIP

Cambridge, Mass.

Steel Die Engraved

1926 CALENDAR CARDS

to fit 6¾ envelope in 3-ply white, grey, and buff card-board, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

*Personal and Business
Christmas Greeting Cards
with customer's name
engraved. Samples ready
September 1st, 1925.*

AMERICAN EMBOSSING CO.

192-96 Seneca Street

BUFFALO, N. Y.

BROADCASTING

A

Money Saving Device

W. C. C. E.

(We Cut Composition Errors)

"We have found that our errors have been reduced about 50% on two of our machines, and 25% on the third, the man on the third machine being a comparatively inexperienced operator."

THE REPORTER, *Dover, Ohio.*

Particulars on Request.

Matrix Contrast Corporation

33 WEST 42ND STREET

NEW YORK CITY.

SELLING AGENTS FOR

Folding Machines

Electric Welded Chases
Vandercook Proof Presses
Perforating Machines
Ortleb Ink Agitators
O. K. Paper Cutting Knives
and other Press and Composing Room Equipment

Punching Machines
Perfection Quoins
Wire Stitchers
Paper Cutters
Proof Presses

DEALERS IN

New and Rebuilt Cylinder and Job
Presses and Book Binding Machinery

J. Ruesch Prtg. Mach. Co.

MILWAUKEE, WISCONSIN

"NPJ" Classified Ads

Address: NATIONAL PRINTER-JOURNALIST
129 Michigan Street
Classified Dept. Milwaukee, Wis.

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, \$1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

STEREOTYPE WET MATS CURED AND DRY—Made of the best matrix and imported tissue. All that is necessary is to moisten down over night and stack up under wet blankets. Our price is \$12.00 per hundred, 20x24. **SPECIAL INTRODUCTORY OFFER** we will include a Cork Moulder with the initial order of 100 mats. All our Product is Guaranteed. **STAR KEE PROCESS CO.**, 37 Sullivan St., New York City.

ACME DRY PROCESS STEREOTYPING—This is a new process for fine job and book work; matrices are molded in a job press on special matrix boards; the easiest of all stereotyping processes; plates sharp as electros.

COLD SIMPLEX STEREOTYPING—A brush-molding process; level plates with no concave faces on type or cuts; quick and inexpensive process. Note this: Matrices made by either process are deep enough for rubber stamp work. Send stamp for literature. **HENRY KAHRS**, 240 East 33rd street, New York.

STANDARD ADVERTISING REGISTER AND SERVICE Gives complete list of national advertisers and their advertising executives; also lists of advertising agencies and their accounts. Monthly Supplements and Weekly Bulletins. **National Register Publishing Co.**, 15 Moore street, New York City.

NEWS FILE SERVICE

YOU put us on your mailing list
We check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	\$5.00
Daily Six Months	\$7.00
Weekly Twelve Months	\$5.00

We are serving Publishers in all parts of the United States.

Write us for further particulars.
Monmouth Blank Book Co.,

O. J. Forman, Prop.,
Monmouth, Ill.

PRINTERS' ROLLERS

VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

"HUBER" means "GOOD INKS"

J. M. HUBER, Inc.

130 West 42nd St., New York

Branch offices and foreign agencies in the principal cities in the United States and foreign countries.

THE SIMPL-O CASTER

Is a Complete

Stereotype Outfit

Burns Gas or Gasoline

Anyone can operate —
Casts from ordinary
mats. Hundreds of satisfied users. Write for circular describing time-saving equipment for the Publisher.

7250

**SOLD ON
EASY PAYMENTS**

SIMPL-O CASTER COMPANY
PARK BUILDING CLEVELAND, OHIO

Modern Addressing Methods

Will Increase Your Profits

Full name and address printed upon margin of publications with our Automatic Mailing Machine at guaranteed net production of 12,000 names per hour. Envelopes, cards, broadsides, etc., at same speed.

Write for list of users and full information, giving full particulars of your addressing requirements.

POLLARD-ALLING MFG. CO.

Addressing, Mailing and Listing Machines

224 West 19th Street, New York City

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St.,

Milwaukee, Wis.

*Your story
in pictures
leaves
nothing
untold*



*Premier
perfect plates
tell
the story
best*

Builders of Business

IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business.

It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

PREMIER ENGRAVING CO.

DESIGNERS
ENGRAVERS



814 WINNEBAGO ST.
MILWAUKEE, WIS.

The Chandler & Price Printing Presses

8x12

~

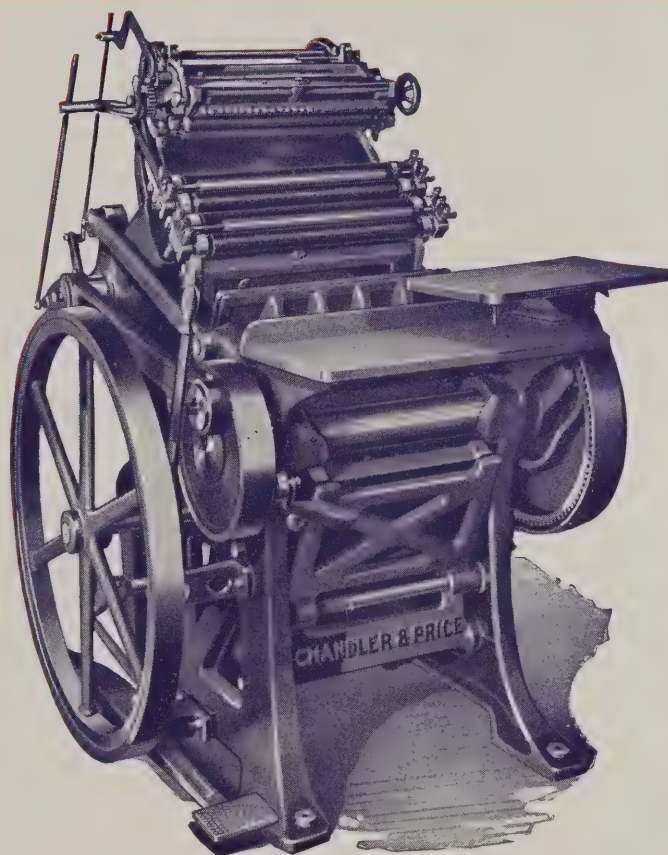
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~ FOUR SIZES ~

12x18

~

14½x22



THE CRAFTSMAN ~ 12x18 ~ WITH ITS WONDERFUL DISTRIBUTION SYSTEM

WE CARRY all sizes of CHANDLER & PRICE PRESSES in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, write, telephone or wire your requirements, including motor equipment, to the nearest AMERICAN TYPE FOUNDERS COMPANY Selling House

Selling Houses Located in the Following Cities:

BOSTON
NEW YORK
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RICHMOND
BALTIMORE
BUFFALO
PITTSBURGH

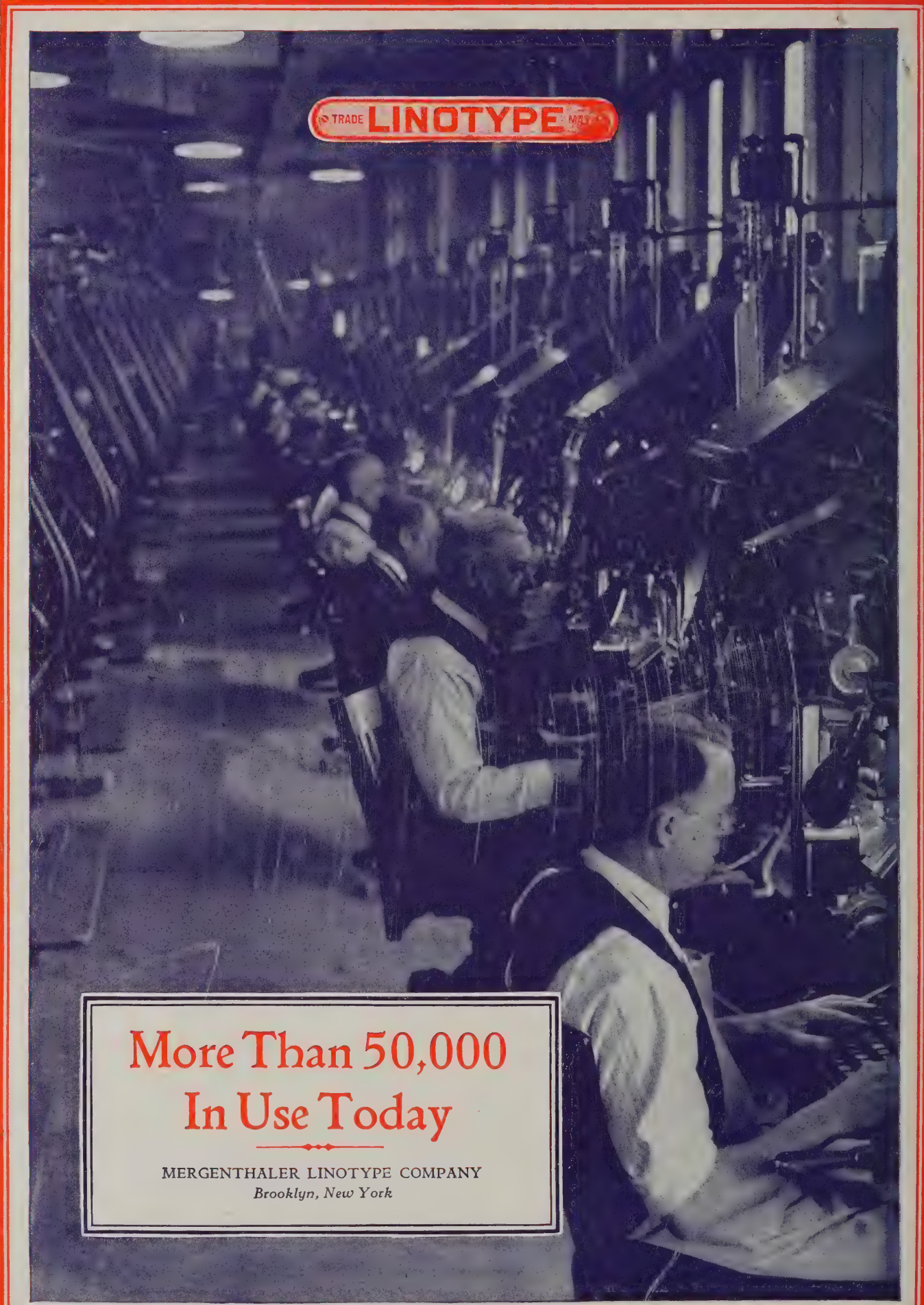
CLEVELAND
CINCINNATI
ATLANTA
CHICAGO

DETROIT
ST. LOUIS
MILWAUKEE
MINNEAPOLIS

KANSAS CITY
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AMERICAN TYPE FOUNDERS COMPANY



TRADE **LINOTYPE** MARK

**More Than 50,000
In Use Today**

MERGENTHALER LINOTYPE COMPANY
Brooklyn, New York

Photograph Made In Chicago Tribune—60 Linotypes

NATIONAL PRINTER JOURNALIST



Published Monthly by
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129-135 Michigan Street
Milwaukee, Wis.

Annual Subscriptions
United States and Canada \$2
Foreign Subscriptions \$3
Single Copies 25c

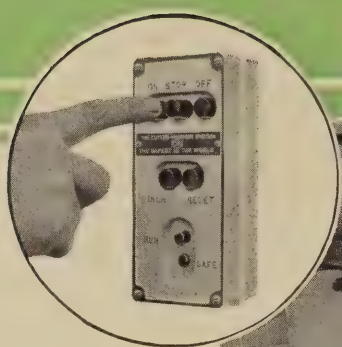
IT should be borne in mind that no two men work alike. One may work out an excellent business system for his paper and handle his business successfully. Another may buy that paper, make substantial changes in the business methods, and be equally successful. Neither can truthfully call the other a poor business man, or criticize his methods. But *every good business man is always on the lookout for improvements upon the methods he uses.*

OLE BUCK, Field Manager,
Nebraska Press Association

August 1925

No. 8 :: Volume 43

"The Safest System in the World"



Below: C-H Control Panel located on Gallery in plant of the Green Bay (Wis.) Gazette.

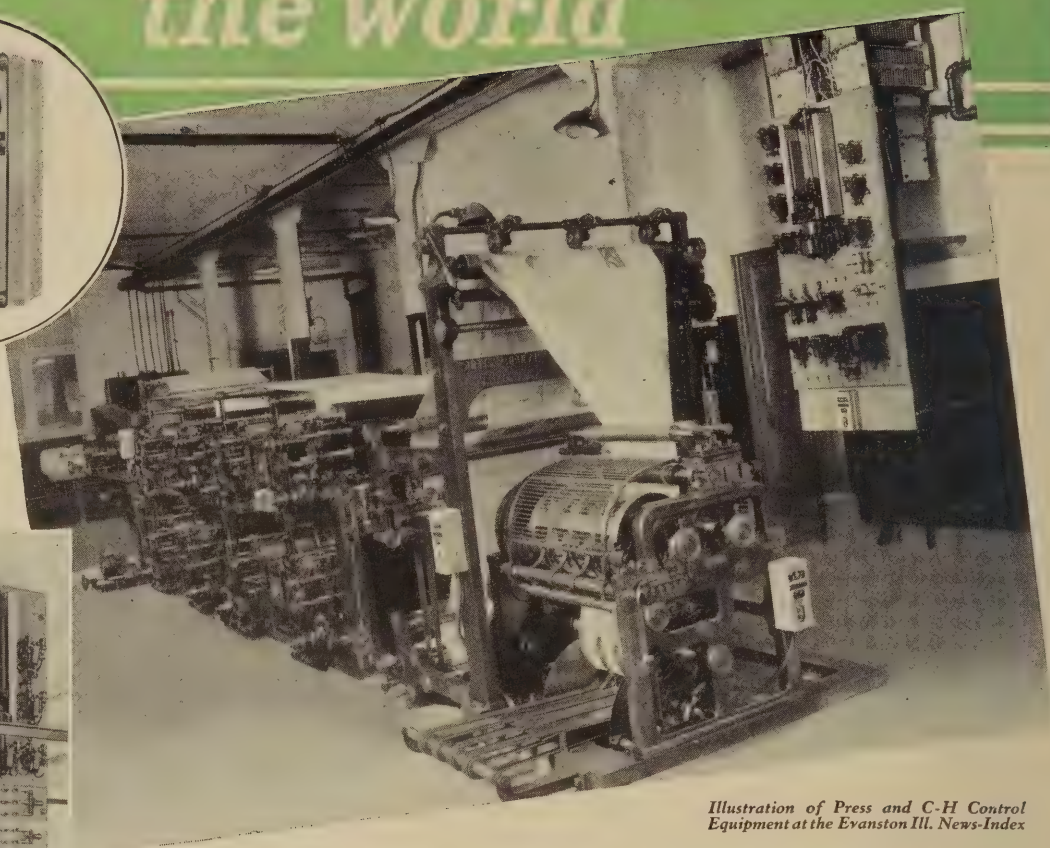
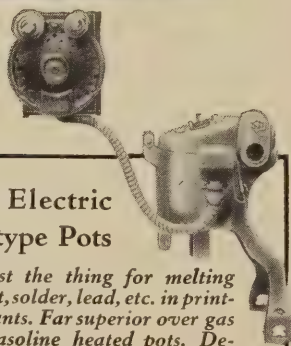
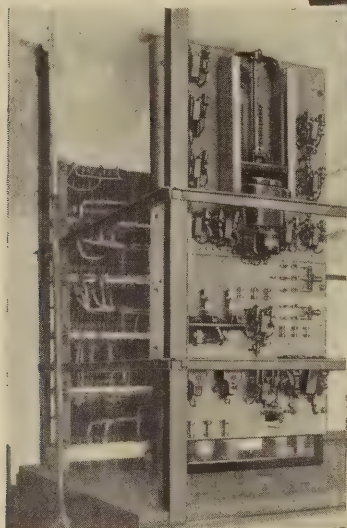


Illustration of Press and C-H Control Equipment at the Evanston Ill. News-Index



C-H Electric Linotype Pots

are just the thing for melting babbitt, solder, lead, etc. in printing plants. Far superior over gas and gasoline heated pots. Designed to melt down and keep the metal at the correct temperature. In addition C-H also makes Motor Starters and Speed Regulators for every motor-driven press and machine, as well as newspaper conveyors.



Popular Also in the Smaller Cities

The preciseness of press control—the safety and efficiency of press drives made possible by Cutler-Hammer Control have led to increasing use in the smaller cities. The same relative advantage provided by C-H to the largest Metropolitan dailies—are available.

If you are modernizing your plant or installing any motor-driven equipment—Cutler-Hammer 30 years' experience in the building and application of electrical control is at your service.

A word from you will bring our recommendations and suggestions. C-H products include simple motor starters and speed regulators as well as the complete automatic control system for any type of press or press room equipment.

THE CUTLER-HAMMER MFG. CO.

Works: Milwaukee and New York

Branch Offices:

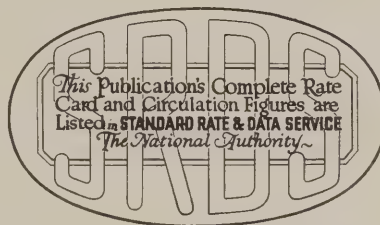
New York: 8 W. 40th Street
Chicago: 523 N. Michigan Ave.
Pittsburgh: Century Bldg.
Philadelphia: Com'nwealth Bldg.
Cleveland: Guardian Bldg.

Boston: 52 Chauncy Street
Detroit: 506 Hofman Bldg.
St. Louis: 2111 Ry. Exch. Bldg.
Buffalo: 358 Ellicott Sq. Bldg.
Milwaukee: 530 Grand Ave.
Cincinnati: 415 Dixie Term. Bldg.

CUTLER-HAMMER

"Within the past few days, I have completed quite a job—requiring almost constant use of STANDARD RATE AND DATA SERVICE. After doing this, I cannot help but write you a few lines to express my appreciation of your Service."

D. J. CRIMMINS, Contract Manager,
HARRY C. MICHAELS COMPANY,
(An Advertising Agency)
New York City.



PUBLISHERS—This electro will be furnished to you, free of charge. Use the symbol in your advertisements, direct-by-mail matter, letterheads, etc. It's a business-producing tie-up—links your promotional efforts with your listing in STANDARD RATE & DATA SERVICE.



The Service Represents an Ideal Medium for Your Advertising

STANDARD RATE & DATA SERVICE

536 Lake Shore Drive

CHICAGO

New York

San Francisco

London

A Superior Steel Chase for Every Printing Purpose

Ready for quick production of Chases of all kinds

we carry large stocks of open-hearth cold-drawn Silver Gloss steel bars of various widths and thicknesses. This Silver Gloss steel is a special alloy of high quality made by the open-hearth process. Each and every bar is drawn accurately to size under a tension of 70,000 pounds per square inch, which insures that any inherent weaknesses in the steel will be developed and discarded in the mill operation of drawing. Silver Gloss steel is proved superior—and we guarantee every chase against breakage and irregularities



CHASES when you want them and as you want them

A wide range of stock sizes and styles for all standard makes of cylinder and job presses—and extensive facilities for prompt production of Special Chases of all kinds to any specifications:

Cylinder Press Book, Magazine, Job and Poster Chases
[with and without Bars]

Wilson Automatically-Registering Book Chases

Blank Book Heading Chases

Kelly Press Chases—and for other Automatics

Newspaper Quadruple, Quarto and Folio Chases

Stereo Chases for Daily Newspapers

[with and without Autoplate Lines]

Electro-Stereo Chases—Magazine Electro-Stereo Chases

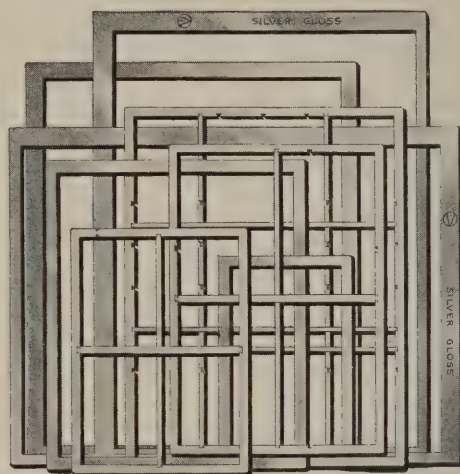
Cox Duplex Flatbed Press Chases

Cutter and Creaser Press Chases—C. & P. Box Press Chases

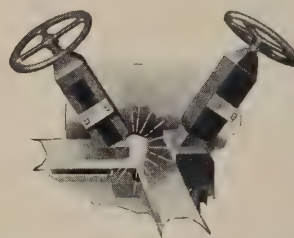
Eight Styles of Job Press Chases

[Regular—Regular with Bar—Bias—Bearer—Skeleton—Samson—Spider
Square Stock with Milled Recesses]

If you want to match Electric-Welded Silver Gloss Steel Chases already in use, send only the serial number which is stamped on each Chase with our trademark—thus: ©170690—and we can make an exact duplicate from records on file at the factory. In other cases, if you are at all in doubt, it will be best to write for Specification Forms with diagrams which may be filled in to indicate the style and exact measurements of such Chases as you may require



Big ones and Little
of Wide material and Narrow
With Bars and Without



A CHASE is only as strong as its CORNERS

No corner can be stronger than the solid one-piece electrically-welded kind Through electric welding the four bars become one solid, perfect piece of steel—

*practically everlasting
and everlastingly practical*

Guaranteed FOREVER

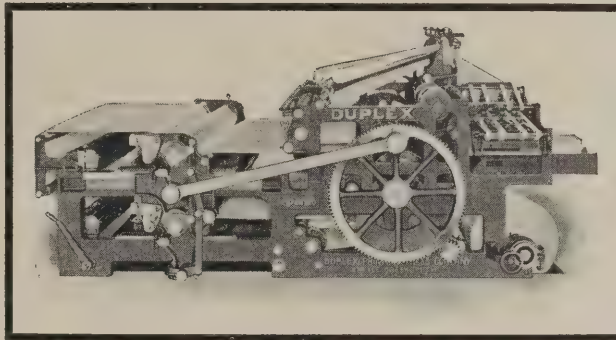
Barnhart Brothers & Spindler

Makers of SUPERIOR PRODUCTS since 1868

Chicago Washington, D.C. Dallas Saint Louis Kansas City Omaha Saint Paul Seattle

Set in Artcraft Faces
12 Point Art Design Rule 5555 with Typecast Corners 1202

Chas. M. Meredith
Gives His Opinion
of the
Duplex Model "A"
Flat Bed Web Perfecting Press



Quakertown Free Press

QUAKERTOWN, PA., THURSDAY, MAY 28, 1925.—SIXTEEN PAGES

Single Copy, 5 cents; \$2.00 a Year

May 29, 1925.

Duplex Printing Press Company,
Battle Creek, Mich.
Gentlemen:—

This will inform you that we accept the Duplex Model 'A' Flat Bed Web-Perfecting Press, installed by your expert.

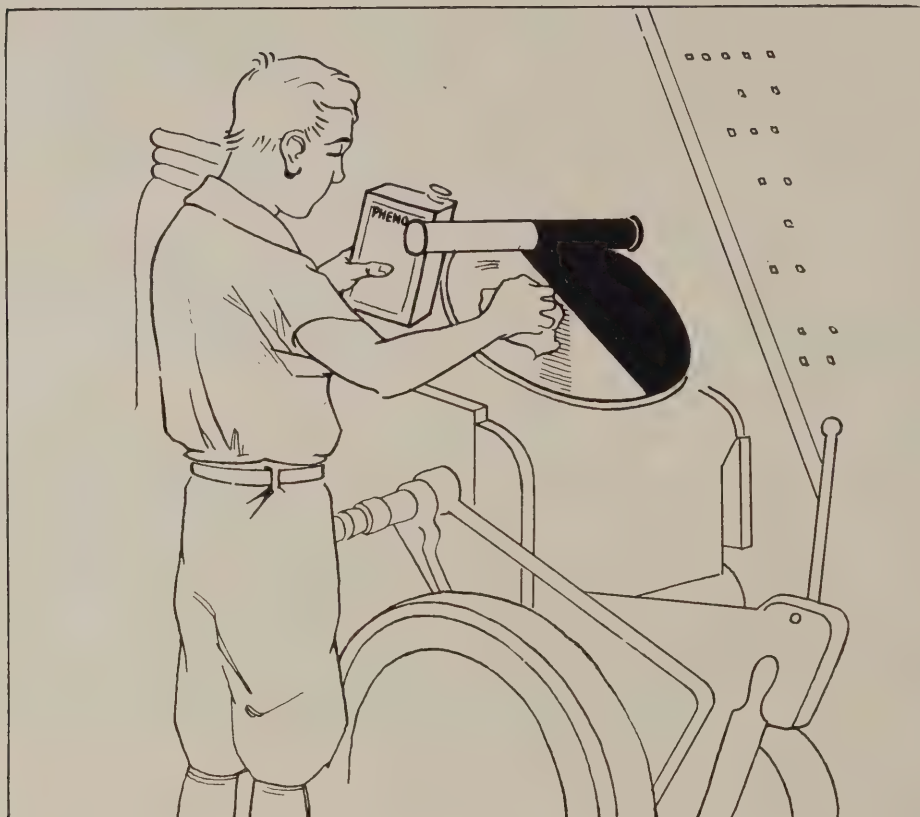
We will always remember the skill and speed your expert applied to the installation, and the school of instruction he conducted for two of my employees—who will now run the press. This, after an experience of their only helping him assemble the press, and co-operating in the publication of a single issue, we consider remarkable.

We expect to issue our circulation of 3,500 16-page papers hereafter in one-sixth of the time we formerly used. In addition to this saving, we do not now need to estimate how many pages for an issue until two hours before publication time. Formerly, we had to make this estimate three days before publication time—and 50% of the time guess too little or too much.

Yours very respectfully,
Chas. M. Meredith,
Editor & Publisher.

THE DUPLEX PRINTING PRESS COMPANY of Battle Creek, Michigan

To the devil—himself



Remember that first day in the printshop—before you had learned the deceit of which human nature is capable — and your luckless search for a left-handed monkey-wrench? Remember the laughs?

Sure — a printer's devil has no bed of roses. But occasionally there bobs up something which makes work go along like a breeze.

Take Phenoid. A few years ago a devil's toughest job was washing up fountains, plates, and type. The old benzine worked over-time.

But now-a-days an absolutely clean, spic-and-span job is not a case of muscle. Just a few quick swipes and Phenoid leaves fountains, plates — and everything — clean and bright.

No greasy mess. No trouble when changing color. Black now changes to yellow with never a trace of sickly green. Phenoid saves 2 to 4 wash-ups.

Take a tip from one who knows — stick to Phenoid and Phenoid will never stick to a plate.

PHENOID TRADE MARK **INSTANTANEOUS** **TYPE CLEANER**

CHALMERS CHEMICAL COMPANY

Specialists in solvents and detergents for over 20 years

123 Chestnut Street

Newark, N.J.

TRY—at our risk

Here's a fair offer. Send for a quart can of Phenoid. Use it up. If you like it, pay us. If not — send back the bill. Just pin this offer to your letterhead and mail today.

Electric Power Is Cheaper Than Manual Labor

BUT IF YOU OPERATE A POWER CUTTER WITH A HAND CLAMP YOU MAKE LESS THAN ONE-HALF THE SAVING

When you purchase a Power Cutter, buy a real one, select one that is true to name—one on which the Clamping as well as the cutting is done by Power.

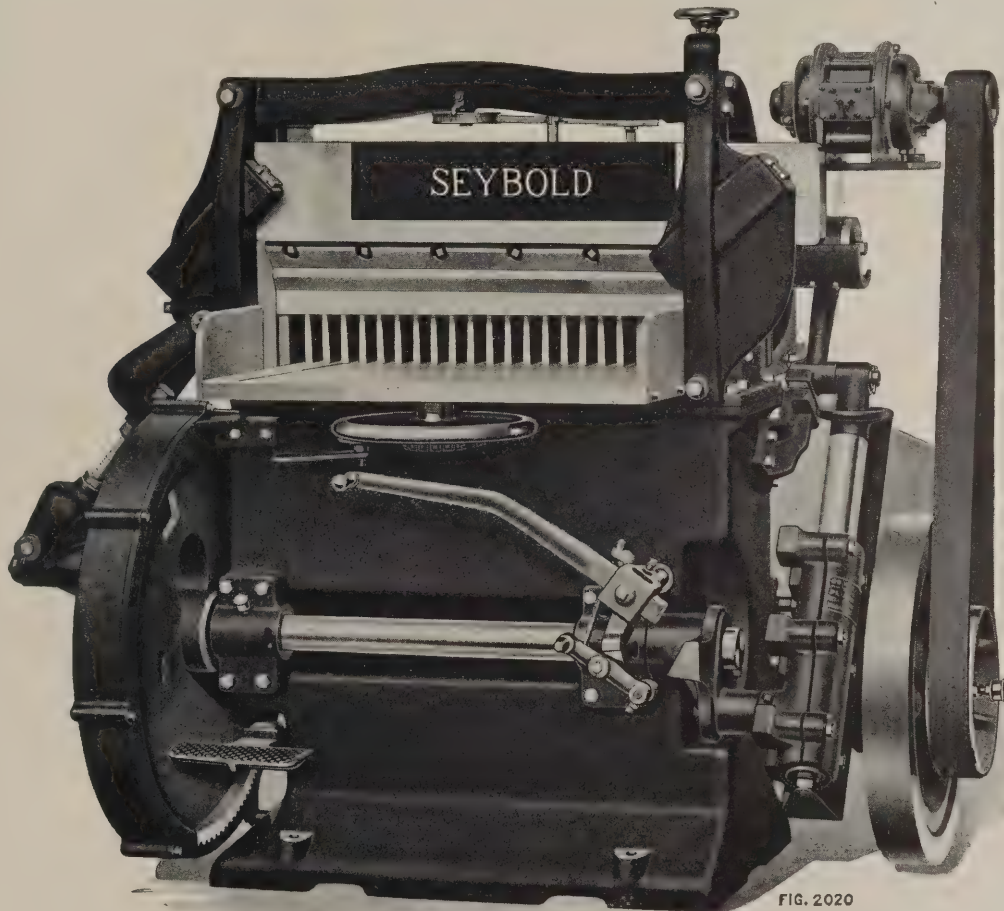


FIG. 2020

THE SEYBOLD AUTOMATIC CUTTER 32" AND 38" SIZES

Designed and built to make a profit on cutting possible for small and medium size shops that never supposed they could afford to buy an Automatic cutter. *Ask for Circular 2020.*

THE SEYBOLD MACHINE COMPANY
DAYTON, OHIO, U. S. A.

Sales Agencies and Service Stations:

New York Chicago Atlanta Dallas San Francisco Toronto Paris London Buenos Aires Stockholm

Success Bond

CONTACT! There was a time when success was largely influenced by personal contact. The business man served his patrons in person.

Today, the business man serves a multitude of patrons whom he may never see. The man in Maine is asked to buy fruit from the man in California. The man in Massachusetts sells fish to the man in Colorado. But *contact* between these two extremes, though it may be on paper instead of in person, is still necessary to success. It is important that the paper truly expresses the character of those it represents.

SUCCESS BOND is the ideal medium of contact between many a large company and its thousands of customers—a successful medium, winning respect and business for its users. Try it.

"Note the Tear and Wear as well as the Test"

DISTRIBUTORS

BALTIMORE, MD. J. Francis Hock & Co.
DALLAS, TEXAS E. C. Palmer & Co., Ltd.
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MILWAUKEE, WIS. The E. A. Bouer Co.
NEWARK, N. J. H. P. Andrews Paper Co.
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SPRINGFIELD, Mo. Springfield Paper Co.

NEENAH

PAPER COMPANY

Neenah, Wisconsin

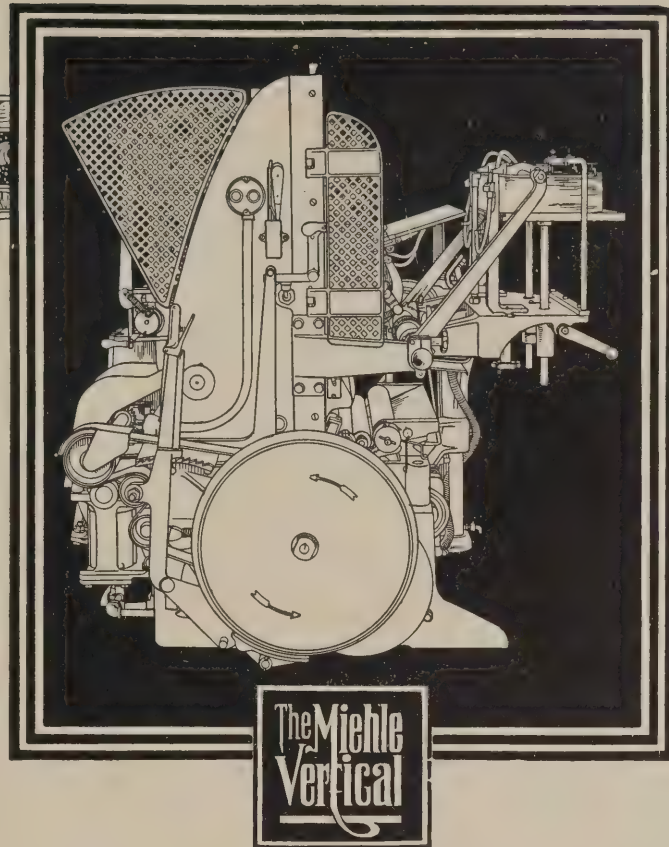
Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Check the  Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes





Past, Present and Future

"SUFFICIENT unto the day is the evil thereof."
No wise man will worry about the future. He will provide for it as best he can.

And no wise man will allow the past to handicap him. What has come from the past that is good he will keep; what is bad he will discard.

The Miehle Vertical is today's contribution to the job pressroom. It makes yesterday's presses one hundred years old. The wise printer will insure his future by the installation of one or more Miehle Verticals.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth & Robey Streets, Chicago

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Bldg.
NEW YORK, N. Y., 2610 Woodworth Bldg.
PHILADELPHIA, PA., 1015 Chestnut Street

BOSTON, MASS., 176 Federal Street
DALLAS, TEX., 312 Central Bank Bldg.
SAN FRANCISCO, CAL., 693 Mission Street

ATLANTA, GA., Dodson Printers Supply Company
Distributors for Canada: Toronto Type Foundry Co., Ltd. Toronto, Canada

“That’s *REAL* Metal!”

The men who actually use the metal are unanimous in their praises of

Gardiner Type Metal

The production of a modern daily newspaper demands the use of standard metals which do not vary in quality and performance.

GARDINER METALS—standardized in purity, content and as to method of alloying—will insure uniform casting results. They can be depended upon to aid, day in and day out, in producing a clean cut attractive newspaper.

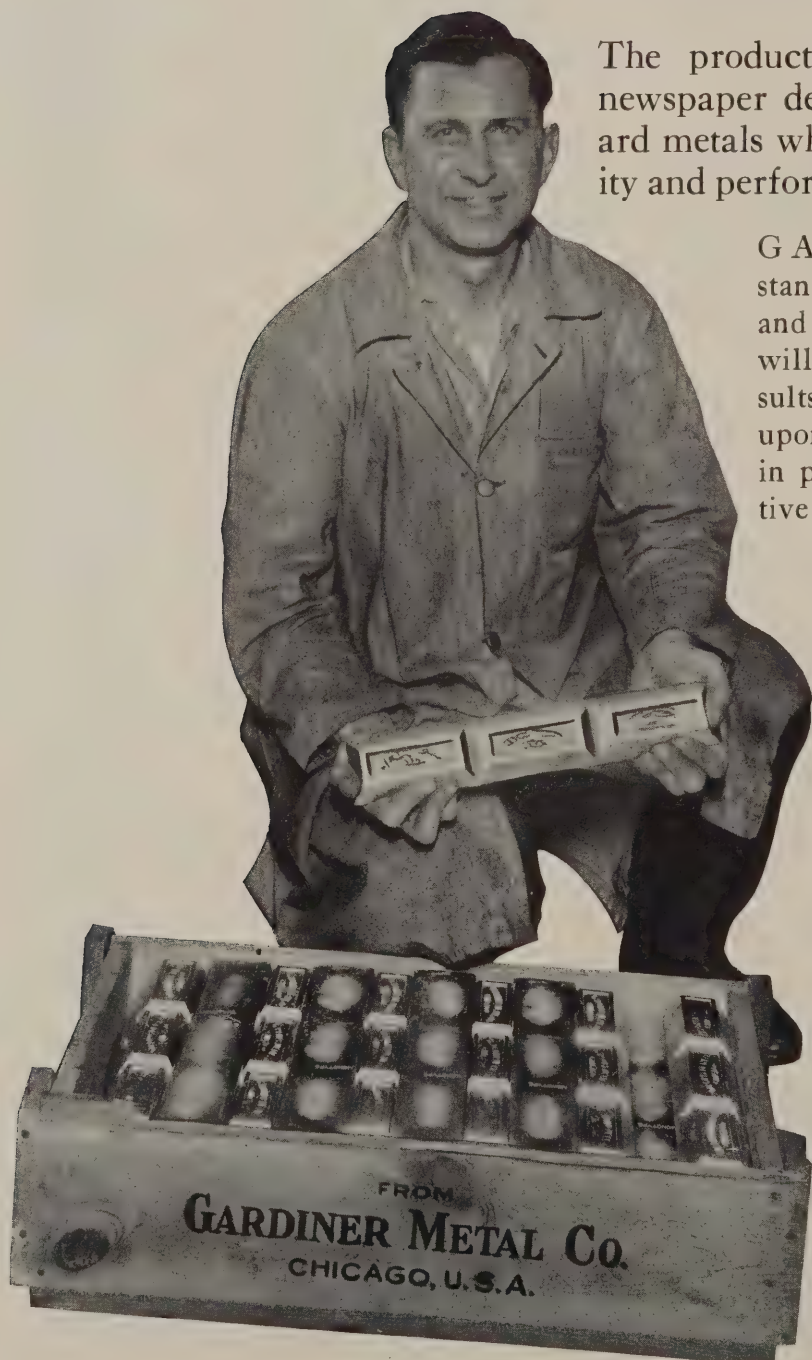
When next in need of Linotype, Monotype or Stereotype metal be sure to specify “GARDINER.” You will be surprised with the results.

*Where Quality Metals Count
Gardiner Metals Are Used*

Gardiner Metal Co.

Established 1901

1356 West Lake Street
Chicago, Illinois



NATIONAL PRINTER-JOURNALIST

Copyrighted

Established 1883 as The Printer and Publisher.

Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.

JOHN L. MEYER

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Los Angeles, Calif.

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Mexico and Cuba, \$2.00 per year
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\$3.00 per year

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Advertising Rates on
Application

Volume 43

Milwaukee, Wis., August, 1925

No. 8

Get an O. K. in Writing, and Get It Right Off

*Stop the Waste of Half-Baked Approvals
and Corrections on Ads, Jobs, Etc.*

By CHESTER H. DuCLOE

A Compilation of Printer-Journalists' Methods

THOUSANDS in losses of money and more thousands of instances of trouble can be avoided today by printer-journalists, by giving better attention to getting sufficient O. K.'s on proofs of job work, advertisements and other products of the composing room. The question involves such items as lessening the call for "rush" jobs and

decreasing the proportion of advertising copy received too late for systematic handling according to an established office rule. "NPJ" has found indications that comparatively few printer-journalists have given these matters sufficient attention as yet.

A survey of methods and practices used, more especially in the smaller offices, shows that there are not a few good means in use for getting O. K.'s that are actually helpful in avoiding errors and misunderstandings between printer and customer, and between newspapers and advertisers. Advertising managers of newspapers have made marked strides in recent years in insisting successfully upon the bulk of advertising copy being received in time for orderly handling of composition, proofing and O. K.'ing.

WRITTEN O. K.'s or changes, placed by the customer on proofs, are absolutely necessary, according to printer-journalists who have overcome troubles along these lines. Hundreds, nevertheless, still accept hurried verbal advices, and then have little or nothing to stand on if an error goes through.

To get written O. K.'s it is found advisable to have forms, on slips attached, or envelopes in which proofs are sent. A few useful ones are published herewith. Such forms should "leave nothing to the imagination," it is declared.

PROOFS

PLEASE mark "O.K." or "O.K. with corrections." Be sure to mark all corrections plainly and return proof as soon as possible to ensure prompt delivery of work.



The
"WESTBY SUN"

Printer
622 MAIN STREET

A GOOD STICKER USED FOR PROOFS

OK?

PLEASE read and then indicate your instructions below. This is merely a rough proof — neither the paper or the printing is a sample of the completed work.

Proof O K?

O K as corrected

Send revised proof

Do not send verbal explanations by messenger when it is possible to write instructions, and please be sure to return the original copy with your proof.

COHN-ATTLEE PRESS

382 Lafayette Street

NEW YORK

Phones: SPR ing 7909 and 2485

A LARGE OFFICE'S PROOF "STICKER"

A call by the printer-journalist in person, or his messenger in person, on the customer with the proof, securing a written approval or correction, is deemed most essential by a number who replied in this survey. This may seem trite to some, but the practice is far from being used as much as it should be—this includes some prominent shops. Several publishers pointed out that troubles did not cease, either, until a strict rule was made that the messenger must wait then and there for instruc-

THIS ENVELOPE CONTAINS A

PROOF

FROM THE "STAR"

Any Alterations or
Corrections to be
made kindly mark
same plainly on the
Proof so that all er-
rors can be avoided.

Give No Verbal Instructions to Messenger

Return original
COPY as well
as the PROOF

ONE OF THE PROOF-ENVELOPES SENT TO "NPJ" AS A PRACTICAL EXAMPLE

tions, and not leave proofs to be approved or corrected by the customer "later on," or "in a few minutes." Mailed proofs, when necessary, should be accompanied by letters which "sell" a quick return.

Two proofs should be submitted, it is declared, one for the O. K. or correction and the other for the customer's files. The original copy should be attached to the printer's copy of the proof and never detached.

O. J. FORMAN, Monmouth Blank Book Co., Monmouth, Ill., insists that the best plan is to send "a man with the proof and have him stay until he gets the O. K."

Several publisher-printers mention that they have to get up most of the job and ad copy for customers, which further increases the necessity for getting definite approval in writing.

WE have found that customers ask for proofs, correct and O. K. them, but omit to return the original copy with their proof," says R. Morley Elliot, business manager for the Star Publishing Co., Saskatoon, Sask., Can. "We make it a practice to make a final check of proof which is returned from the customer with the original, to eliminate any error which he may have overlooked. We have experienced cases where a job has been completed from an O. K.'d proof and on delivery of the goods the customer has found a glaring error which undoubtedly would have been avoided had the original copy been returned with the proof."

GETTING copy in early is a task which requires continuous application. It is only accomplished by keeping everlastingly at it. The age-honored means of calling by telephone or the

exhortation by letter still remain in the ascendancy for effectiveness. On some country weeklies, the advertisers submitting copy the earliest get the best positions. "Position ads" however, are passing out of vogue with the increasing popularity of the pyramidal style of advertising make-up.

How will late copy be taken care of? George Eyer, editor of the Buffalo (Kan.) *Blade*, prints two pages of his paper Tuesday night, two Wednesday and the final two Thursday. "This method," he says, "give us plenty of time to set late ads. It also permits us to fold at leisure and gives us a welcome change of pace." He says the papers bothered most by late advertising copy are those that set aside one whole day for presswork and mailing.

Capt. C. H. Salinas, advertising manager of the Hermosa Beach (Calif.) *Review*, writes frequent letters to habitual submitters of late copy and often follows them up with a personal call. He says *the main difficulty is to make the customers understand that it takes time to set up and proof an ad.*

Your Printing Order

Will Receive Prompt Attention
at the Daily Eagle Office

The Daily Eagle operates a complete job printing plant and is at all time pleased to furnish prices on any piece of work—whether it be an order for calling cards or a booklet.

The Newspaper Deserves Your Printing

It is daily providing publicity free of charge for the little and big things that effect your business and social life. An entertainment for instance, without newspaper publicity, falls flat. Does the newspaper, then, after giving such publicity, not deserve the paid work in connection with such entertainment? Think it over.

CALL THE DAILY EAGLE WHEN YOU
NEED PRINTING

STRAIGHT TALK TO HOME FOLKS ON JOB-SERVICE

*Red Wing (Minn.) Daily Eagle Does not Hesitate to
Show That It Deserves the Printing of Its Readers*

(3 COLS. BY 8 IN.)

PROOF

PLEASE read carefully all the telephone and street numbers. If correct: Okeh and return as promptly as possible. In case errors are found, mark them plainly and Okeh "with corrections." ¶ Alterations from original copy will be charged extra. ¶ Please do not give verbal instructions to messenger.

JOHNSTON PRINTING CO.

"BEAUTIFUL" PRINTING

1242 Hermosa Avenue, : Hermosa Beach, California
TELEPHONE HERMOSA SEVEN - FIVE

THIS OCCUPIES THE WHOLE LEFT SIDE OF THE LARGE ENVELOPE IN WHICH
THE JOHNSTON SHOP SENDS PROOFS TO CUSTOMERS BY MESSENGER
OR BY MAIL

THE Braband-Voss Company, Milwaukee, Wis., uses a circular, 5½ by 8½ in. which is attached to all proofs sent out to customers. The circular is done in colors with the word "PROOF" well displayed, and the company's trade monogram printed over the text in a light tint. The text is as follows:

WE would like to have you co-operate with us to avoid errors. We follow copy ALWAYS, but when copy is poorly written we will not assume responsibility for correct spelling of names, addresses, cities, technical words or illegible figures or dates.

That is the reason we submit this proof for your CAREFUL inspection. Kindly always O. K. and sign, or note errors or corrections, returning all copy and proof to us.

Vital alterations from original copy will

be charged additional when estimate on the work is given.

Proofs are taken by hand on regular proofing paper, and not on the stock the job calls for. Additional charge will be made for press proofs.

When sample of paper is sent with proof, kindly O. K. it separately.

HELP US TO AVOID TROUBLE

◆ ◆ ◆

THIBODAUX (La.) *Commercial Journal*, regular front-page caption line: "Think not lightly of never so weak an arm which strikes with the sword of Justice." (C. N. DUPRE, publisher.)

◆ ◆ ◆

FORD'S *Independent*: "A baby crying continuously for a day and a night, would develop enough energy to lift himself to the top of Washington Monument."

"Crack" Composition—Yes! Crack-Brained—No!

THE heading is the caption of an advertisement, as follows, by Frederic Nelson Phillips, Inc., New York City typographers:

IN this world, the most "original" people make faces through plaid windows at the unoriginal rest of us. We don't practise "originality" in set-ups. We don't turn compositorial handsprings. We don't stand upon our head and set our ears flapping, typographically speaking. We strive for visibility, and virility, and beauty, and dignity, and harmony of font, border and decoration, but from the "originality" of the zippy-dippy stunt which connotes the mentally stunted—Good Heaven above! deliver us.

NEWSPAPER LIBRARIES BECOME MORE PLENTIFUL

THE Richmond (Va.) *News-Leader* now has a library—or, *Scraparium*, as the experts say—of more than 5,000 volumes and 900 volumes of newspaper bound files. Wil Tufford, secretary-treasurer of the Inland Daily, remarks: "The time is here when every newspaper should have a library of reference books, one particularly well stocked with treatise on making paper and machinery, and the mechanical work of a newspaper as well as histories, and biographies of prominent people; and the time is when every business manager of a newspaper should be able to set type and start his own press."

◆ ◆ ◆

MAY BE Samson wasn't the first printer's devil, but he certainly pied a few columns in that temple.

—Milwaukee (Wis.) *Sentinel*

◆ ◆ ◆

ELLIS, Manager Milwaukee Typothe-tae: "You cannot co-operate with a runt; you must have a man with vision."

IMPORTANT!!! This advertisement is scheduled to appear in our issue. Please return one proof with your OK or corrections at the earliest possible time. Unless corrections are received at our offices by this advertisement will be inserted as it appears on this proof.

We have taken every pains possible to make this proof letter perfect. When proofs are returned "O. K." or "O. K. with Corrections," we will not be responsible for any other errors that are not marked. If for any reason you desire a change of any kind, be careful to plainly indicate what you want when you return this Proof.

THIS APPEARS AT THE BOTTOM OF
PROOFS SENT TO ADVERTISERS BY
THE "NPJ" BUSINESS OFFICE

(SHOW THIS TO YOUR PASTORS)

It Pays to Advertise the Church

*Complete Story of a Remarkably Successful
Newspaper Campaign in a 12,000 Town*

By JOHN C. CHAPPLE

Publisher, Ashland (Wis.) Daily Press

THAT there is nothing visionary in the proposition that churches can be greatly benefitted by the use of Advertising—*real, paid, display* advertising—and that the smaller churches in the smaller communities can use this method to very good advantage as effectively as their bigger brothers and sisters, has been conclusively proved in Ashland, Wis., a city of about 12,000 people.

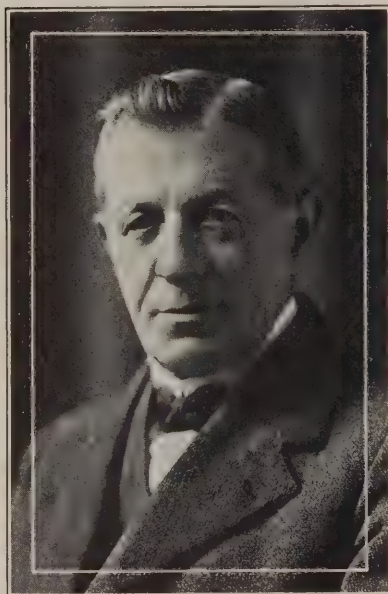
At a meeting of the First Presbyterian church board, the pastor, the Rev. C. L. Koons, broached the idea of advertising to his board. He had been carrying small card ads in the *Ashland Press* usually on his own initiative, calling attention in the usual way to special services and the like; but this time he wanted to enter the advertising field in a large way, and pointedly asked for co-operation in doing so.

THE first result was the appointment of an advertising committee for this church, to work in connection with the pastor for a four-weeks' campaign. In parlance not so well understood in church circles, "the sky was to be the limit." That is to say, for these four weeks.

The first Sunday following this decision, the pastor had prepared a sermon with an especial appeal to men to take an interest in church affairs, not only in attending church and supporting it, but to be active in the various activities of the church.

MONDAY MORN- ING CHURCH FEATURE

SEVERAL newspapers are pushing their Monday morning editions with special features on the outstanding sermons in their city on Sunday, and stressing this fact among advertisers who make special appeal to the class of readers who follow with great interest all of the church news. The idea is not only increasing lineages but distributing the volume during the week by cutting down the unusual peak days of once or twice a week.—Southern Newspaper Publishers' Bulletin.



THE REV. C. L. KOONS

THE ADVERTISING PARSON

*He Has Made Publicity
Pay Big in Furthering the
Kingdom of Heaven on Earth*



A three-column advertisement in the *Press* was used to call attention to this service, and while the church was not jammed when the sermon was delivered, there was a marked increase in attendance, not only of men but also of women.

The next Sunday was designated as Young People's Sunday, and "Road Signs" was the subject of the sermon. A noticeable increase in attendance was apparent, considerably over that of the previous Sunday.

THEN, the following Sunday was designated as Advertising Sunday, and the subject, "Advertising the Gospel." For this occasion the newspaper advertising was supplemented by circulars and post cards through the mails.

More people in Ashland heard a sermon on advertising than had ever before been reached on this subject.

It had been announced that a special offering would be taken to defray the

expenses of the special advertising. Yet, despite this fact (as one said) there was another additional increase in attendance.

We do not know how much was contributed, but as the church treasurer, a canny Scotchman, paid the bill with a smile, it is pretty safe to say that the collection was satisfactory.

THE following Sunday was designated as Rally Day. Two advertisements were used in the *Daily Press*, one a half-page in the middle of the week, and the other a double-column, eight inches, on Saturday. Post cards and circulars were also used.

The church was crowded. It seemed more like an Easter day than an ordinary service.

Not only was the crowd there, but it was an interested crowd, a crowd ready to work for the church and what it stands for.

In his sermon on Advertising, the Rev. Mr. Koons said:

"The church must make good by the life and sincerity of its members. Which are you, a little two line ad on the back page of a cheap newspaper or a full page ad on a prominent page of a good newspaper, carrying the testimony of Jesus Christ? If you are a cheap, two line ad, ask yourself what kind of a church this would be if all its members were like yourself."

Mr. Koons dwelt on the necessity for enthusiasm in salesmanship. "The church has the greatest thing in the world to sell. It is the gospel, the greatest need of the world today. Do we use enthusiasm in trying to sell the gospel? Christ was so enthusiastic about the gospel that they thought he was beside himself. He stood out like a great electric sign advertising forgiveness and life everlasting for all who would believe."

THE advertising campaign as described was supplemented by another kind of publicity. The church building has some fine stained glass windows. One panel shows "The Head of the Christ." This beautiful picture, a credit to the art glass profession, is of course only visible on the exterior of the building when the interior is lighted, or from the interior during the daytime. The advertising committee had this picture cupped on the inside with a reflector

A Four-Weeks' Church Advertising Campaign

MEN WANTED

**Every Man in Ashland Who is Not
Attending Some Other Church is
Cordially Invited and Urged to Come**

—To The—

**FIRST
PRESBYTERIAN
CHURCH**

**NEXT SUNDAY MORNING AT
10:30. IT IS—**

MEN'S DAY

And the Minister has chosen for his subject one that is sure to interest all men. It will be founded on the incident where James and John were helping their father but when the call came they quit their work and obeyed while Zebedee kept on

MENDING NETS

COME OUT NEXT SUNDAY
Morning and Hear what the Pastor Has to
Say About It: Good Music. Seats Free and
Plenty of Room. The Church Needs You
and You Need the Church. Let's get To-
gether Next **SUNDAY MORNING.**

ATTEND
NEXT
SUNDAY

RALLY DAY



YOU should- GO TO CHURCH!

"For God so loved the world that He gave His only begotten Son, that whosoever believeth in Him should not perish but have eternal life."—John 3: 16

ATTEND
NEXT
SUNDAY

ATTEND THE
FIRST PRESBYTERIAN CHURCH

Always a Hearty Welcome to Everybody

ROAD SIGNS!

DO WE NEED THEM?
DO WE READ THEM?
DO WE HEED THEM?

Come and hear about the road signs and Gospel road signs at the

First Presbyterian Church

SUNDAY MORNING

AT 10:30 o'clock

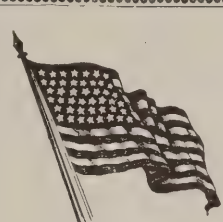
There will be good music and a kind welcome. A special invitation is issued this week to

YOUNG PEOPLE

Rally Day Tomorrow
At the
First Presbyterian Church
Let Us Welcome You

ATTEND
NEXT
SUNDAY

RALLY DAY



NINE REASONS GIVEN BY
THEODORE ROOSEVELT
FOR GOING TO CHURCH

- [illegible]

ATTEND THE
FIRST PRESBYTERIAN CHURCH
A CORDIAL WELCOME FOR EVERYBODY

AS USED IN THE ASHLAND (WIS.) DAILY PRESS

THIS COPY WAS SUPPLEMENTED IN A LIMITED WAY BY MAIL CARDS AND CIRCULARS, AND A SPECIAL LIGHTING EFFECT FOR ONE OF THE STAINED-GLASS WINDOWS OF THE FIRST PRESBYTERIAN CHURCH OF ASHLAND. THE ARTICLE SHOWS THE ORDER IN WHICH THE COPY WAS USED. IT BROUGHT GREATLY INCREASED ATTENDANCE AND SOLVED FINANCIAL PROBLEMS.

and by the use of a 500-watt lamp the head stood out where every passer-by could see it.

This picture is lighted every night, and will be lighted in this way indefin-

itely. The effect has been far-reaching. Many strangers in the city have been attracted to the church by it.

One night, when the lamp burned out, not less than seventeen Presbyterians

made inquiry by telephone, even while the janitor was replacing it.

The effect of the campaign has been marked in the financial condition of the church. A debt of \$2,300 was owed by the congregation. One Sunday the pastor announced that on the Sunday before Christmas, a thank offering would be taken. No advertising was done, nor any soliciting, as to this. The contributions amounted to \$1,800 and the remainder was quickly contributed by others who were not able to attend. The largest contribution was \$50, and there were no wealthy persons at the service.

Which Are YOU? A Cheap 2-Line Ad Or, a Display-Ad Church Member?

Asked This Pastor of His Congregation

CODE OF ETHICS, CANADIAN WEEKLY NEWSPAPERS' ASSOCIATION

*Reported by the Editorial Committee at
the 1925 Annual Convention in Winnipeg*

WE BELIEVE that journalism is an honorable profession, essential to the welfare of society.

WE BELIEVE that the success of democratic government depends upon sound public opinion and that the newspapers should aid in creating and maintaining sound public opinion by publishing significant news and editorial interpretation of news.

WE BELIEVE that newspaper writers and editors should be adequately prepared for the great responsibilities placed upon them.

WE BELIEVE that a newspaper should publish the truth, the whole truth, and nothing but the truth concerning all matters of importance to readers as citizens of the community, the state and the nation.

WE BELIEVE that a newspaper that goes into the home should publish nothing which cannot be read aloud in the family circle.

WE BELIEVE that news of crime, scandal and vice should be presented in such a manner as to deter readers from imitating the criminal and the vicious.

WE BELIEVE that all persons and organizations are entitled to fair play in the columns of the newspaper.

WE BELIEVE in the right of privacy of individuals in all matters not of public concern.

WE BELIEVE that no propaganda or publicity matter should be published unless it contains information to which readers are entitled, and that whenever such material is printed, its source should be plainly indicated.

WE BELIEVE that editorials should present the truth as the writer sees it, uncolored by bias, prejudice or partisanship.

WE BELIEVE that neither the business interests of a newspaper nor any outside influence should interfere with the publication of the truth in news or editorials.

WE BELIEVE that the purpose of newspaper advertising is to create a demand for commodities or services, to inform readers, not to mislead or to defraud them.

WE BELIEVE that advertisements should be as clean and wholesome as news and editorials.

WE BELIEVE that rates for subscriptions and advertisements should be sufficient to insure the publisher a fair profit.

WE BELIEVE that all statements of circulation should give the actual number of bona-fide subscribers.

WE BELIEVE that only such newspapers as maintain the highest standards of truth, honesty and decency in news editorials, and advertisements, deserve the support of the community.

WE BELIEVE that newspapers, which find it advantageous to copy from other papers editorials or news features that have cost the writer time, effort and money, should give due credit.

eastern editor on a vacation found his child drowned, telegraphed a brief news item to his paper, and then, and not until then . . . !

Adair has never returned to the office as owner, publisher and editor since that evening. The Adairs sold out. Joe Herrin and his sister Jean of Herrin, Ill., bought the plant and business.

No ceremony, no sob stuff. The employees didn't take it that way, as will be told hereunder. "Kaidi" Adair (everybody down Texas-way calls him "Kaidi") did write an editorial announcing his retirement. It was the last act, his last piece of copy—because that's the order this necessity took in the routine of the occasion! It begins, "it is customary to say something." There were these, sweet lines:

"First of all, I want to acknowledge with gratitude, the help of my good wife, Hattie C. Adair, who owned in her own right, one-third interest in the Messenger, and who has helped with her mind and her pen, and at all times with her loyal moral support. Without her help, the load would have been much heavier, and without her sweet companionship, there would have been no incentive to labor on. I wish also to acknowledge the help of loyal, faithful and competent employees in all departments of the work. These have made the going easier. No paper ever had a more loyal force.

KAIDI and HATTIE, MPJs

*Noted Texas Newspaper-Printing Team
Has Put Up the Ol' Harness for Keeps*

By RAY MEYRICK

HOW to retire from the business and profession of printing and publishing, is one question that leaves no room for the theorist and the spouter. There is a "problem" in the most fascinating field in all the world more worthy than many, of the practical experience story method of journalism—or, reporting, if you prefer the latter word.

Here follow the high spots of a retirement which would tempt the pen of a dramatist. It happened down in Texas, and it happened to one of the most widely known newspaper publishers and owners in the vast Southwest. And, his wife. For, she retired with him, at last coming to the light for a moment, upon a life-time spent wholly in the newspaper world, yet remaining behind the scenes of a happy home.

MAY 30, 1925, W. A. Adair and Hattie C. Adair, whose names modestly appeared on the letterhead of the Marshall (Tex.) Messenger as own-

ers and publishers for more than forty years seemed no different than usual. He cleaned up his desk, placed the scissors in the top drawer, covered the paste pot, sent an editorial to the composing room, looked around the office, and walked out of the front door. He had become accustomed to doing this very same series of things. He had been leaving the office that way every evening, ever since the Messenger became a daily (retaining the weekly edition.) The act always suggested gentleness.

Some people are easy to "read" and some are not. Many older newspapermen are not, in business hours. Because, in time, even the most unexpected, exciting and epoch-making events come to be no more than any other event or happening. Even the acts of receiving news and of judging news, and the decision of how to play it, and handling it, come to be automatic—subconscious acts, habitual. And if there is a sense of problem or strain, it is covered up, put aside. The other day an



HATTIE C. ADAIR

"Without her help the load would have been much heavier, and without her sweet companionship, there would often have been no incentive to labor on."

—W. A. A.

◆ ◆ ◆

In conclusion, the editorial said:

"I could write columns on subjects, and customs, and people, who have come and gone during these past forty-one years—but I will not. I could write a 'swan song' that would bring tears to the eyes of many old

subscribers—but I will not, for the reason that this is no swan song occasion, but rather one for gratitude and thanksgiving that I have been permitted through all these years, to use the power of the press, unhindered, in the service of my people, my country, and my God, and that, still in good health—so far as I know—I am able to retire, on my own terms, from duties that were growing heavier and more arduous with the passing of the years.

"In conclusion, I want to say, and do say, that in all my life, I have not printed one line, nor suppressed the printing of one line, through fear, or favor, or for pay, or in the hope of reward other than that which is expected to come from a duty well performed. And now, with malice for no human being, and with a heart overflowing with gratitude, and with love and charity for all, I lay aside the pen, with clean hands, and with a clear conscience."

You newspapermen and printing executives, I leave the analysis of "Kaidi" Adair's peculiar way of retiring, and of his mind and spirit to you. You are accustomed to such inspection. Go to it. It will prove worth while to you, each of you.

A FINE loving cup was presented to Mr. and Mrs. Adair by the staff. It bears the inscription "*Presented to W. A. Adair and Hattie C. Adair, owners and publishers of the Marshall Messenger, 1877-1925, by the Employees.*" An accompanying card: "*These are yours—what richer gifts can life command than legions of friends safely encased in the shrine of the heart? Honor, affection, devotion; these have been won by you.*" The address was very simply answered. The donors even all the employees—they worked for five to twenty-five years in the *Messenger* plant

Writing the editor of "NPJ", Mr. Adair said: "Well, yes I have taken out and leisurely put up my harness and put the plow under the shed for the long, long winter."

THE history of the Adairs in the field of printing:publishing is typical of the men and women who pioneered the business and profession in the great Southwest.

"My first work in a printing office," wrote Mr. Adair, "was in April 1869. I agreed to work nine months for the old paper I could sell. I discovered an unexpected income—the old whiskey bottles emptied by the printers. I got 10 cents a piece for them, which brought my weekly income to over \$1."

Here is a bit of encouragement and inspiration. The Adairs paid \$400 borrowed money for a two-third interest in a patent inside weekly without material or equipment of any kind, in 1884. A job shop got \$5 a week to let Adair get out the paper there. A boy at another \$5 a week was hired. The third interest of the partner was bought and paid for inside the year.

The Adairs sold half-interests in the *Messenger* three times, each time buy-



W. A. ADAIR—Best Known as "KAIDI"

"Well, yes, I have taken out and leisurely put up my harness and put the plow under the shed for the long, long winter."—W. A. A.

ing back at a higher price than sold for. The first time the half sold for \$1,500, the second for \$3,750 and the third for \$7,500. It is reported that the final sale netted \$60,000.

THERE are many exceptional men and women in the newspaper:printing field. The Adairs, to every one who has met them, have proved themselves to be not merely picturesque and entranced by the business and profession 100 per cent, but top-notchers in the exemplification of an inbred feeling that right is might, and a gentle right is the more powerful a might

"Kaidi" Adair has been mayor of Marshall twice, alderman many times,

THE initials "MPJ" in the heading here-over stand, of course, for "Master Printer-Journalist," this magazine's token in recognition of constructive, constant service to the welfare of the newspaper:printing field.

president of the Texas State Press Association and in the chairs of all Masonic bodies up to eminent commander of the Knights Templar. He was a close friend of "Papa" Herbert, founder of the National Editorial Association and of NATIONAL PRINTER-JOURNALIST. He is 68 and in excellent health. Mrs. Adair, recipient of several awards during the world war for editorials on "Why Buy Bonds?", now can enjoy to the full her two children and families—a son who is a physician, and a daughter who married a physician.

ONE little story about "Kaidi"—many could be told: During the pre-prohibition days in Texas, when bloodshed was nothing unusual in the fight, a liquor advocate came to Marshall and from a platform announced he was going to get up a gang and "skin" the *Messenger*. A thousand crowded

around him. Adair's then partner said he was going home, to bed, and, he did.

But, a little man, kept standing near, with his right hand in his pocket.

The speaker began in a blustering voice. He had scarcely finished his second sentence before the little man sprang to the platform, his face close to the speaker's his voice clear, and cold:

"That's a lie," said "Kaidi," the little man. "And you know it."

The speaker turned red, paused, looked about him, stammered an apology. And throughout the evening the name of the *Messenger* was never mentioned.

Adair knew that scattered throughout the crowd were other men, silent, watchful, with right hands in their coat pockets, ready to follow him through.

PUT ART INTO DAILIES

*Evening, Morning and Sunday Papers
in Old Virginia Secure Ideal Conditions*

By JOHN L. MEYER

IDEAL working conditions—seen as practical as well as pleasant factors in business success; the ideal applied to an unusual extent, after careful planning—and a remarkably complete expression of "art in everyday life" in every department, are things that stand out to the printer-publisher who has had the opportunity to inspect the plant and methods of the Danville (Va.) *Register* and *Bee*—morning, evening and Sunday.

The Danville *Bee* is published every evening except Sunday, with nearly 8,000 circulation. The *Register* is published every morning except Monday. It has slightly more circulation. Danville has about 25,000 people in a county of 80,000, about 125 miles southwest of Richmond, Va. It is in the famous tobacco section of Virginia, Danville sales of leaf exceeding 45,000,000 pounds a year. There is considerable textile milling and manufacturing, and some lumber products. Rorer A. James, Jr., is publisher—one of the youngest in the Country of such a sizable business. H. B. Trundle is business manager. The *Register* dates back to 1847 and the *Bee* to 1899.

EVERY "lead" taken for a critical examination of this business, plant and methods invariably leads to the subject of ideal working conditions. "We feel we have solved the labor problem." This statement comes out again and again. But, it does not involve merely a measure of *avoidance* or *circumvention*. The *Register* and *Bee* people "went through" the problem, not around it. I am reminded of a noted psychologist who in a lecture distinguished between "putting something over," and "putting something across"—the latter meaning, really, honest-to-goodness solving of a problem.

This plant, now in a beautiful new home called the Rorer A. James Building, costing \$200,000, is an old newspaper:printing business, as such things go. It has had no labor trouble. It

has no employment-turnover difficulty. There are men at work there who have been with the paper for 15 to 30 years. How is it done? The answer comes with a quick turn of inflection to a very modest, happy and not the least self-satisfied voice and statement: "We provide the latest and best materials and machines, and many personal comforts, in addition to paying basically the prevailing scale of wages in this section whether cards are held or not. We carry insurance on all employees, and in



RORER A. JAMES, Jr.

Owner and Publisher, the Danville
(Va.) *Register* and *Bee* (Dailies)

addition payroll deduction insurance for those who desire the added protection. We advise with and assist our workers in their problems. There is a splendid spirit of co-operation in every part of the plant and business. We feel we have solved the labor problem."

Further: "Our advertising patronage has been built up on real service. Growth in circulation has been realized in a steady progress through quality and quantity of news and high class features, plus the very best possible delivery service to subscribers."

APPLYING THE IDEAS

THAT gives the idea of the principles and methods. Mr. Trundle supplied the following details as illustrative of them:

One of the men, in charge of the press room, was ill with fever three months. He was paid full wages over this period, and the company employed a man to do his work until he was able to resume his duties.

In all cases of illness the paper pays at least 50% of wages, and provides substitutes. In all cases of accidents in the plant medical attention is provided.

The company assists employees in buying their homes through the Mutual Building and Loan Associations, by supplementing their savings as necessary to provide initial payment. Usually one-third of the purchase price must be paid in cash. The balance is spread over a period of about six years, in weekly or monthly payments. Thus a home is acquired in a short time with no more outlay than is usually paid in rent. Where the company advances more than \$100 it takes a second mortgage, with convenient terms to the employee. Smaller amounts are absorbed in pay-roll deductions without interest.

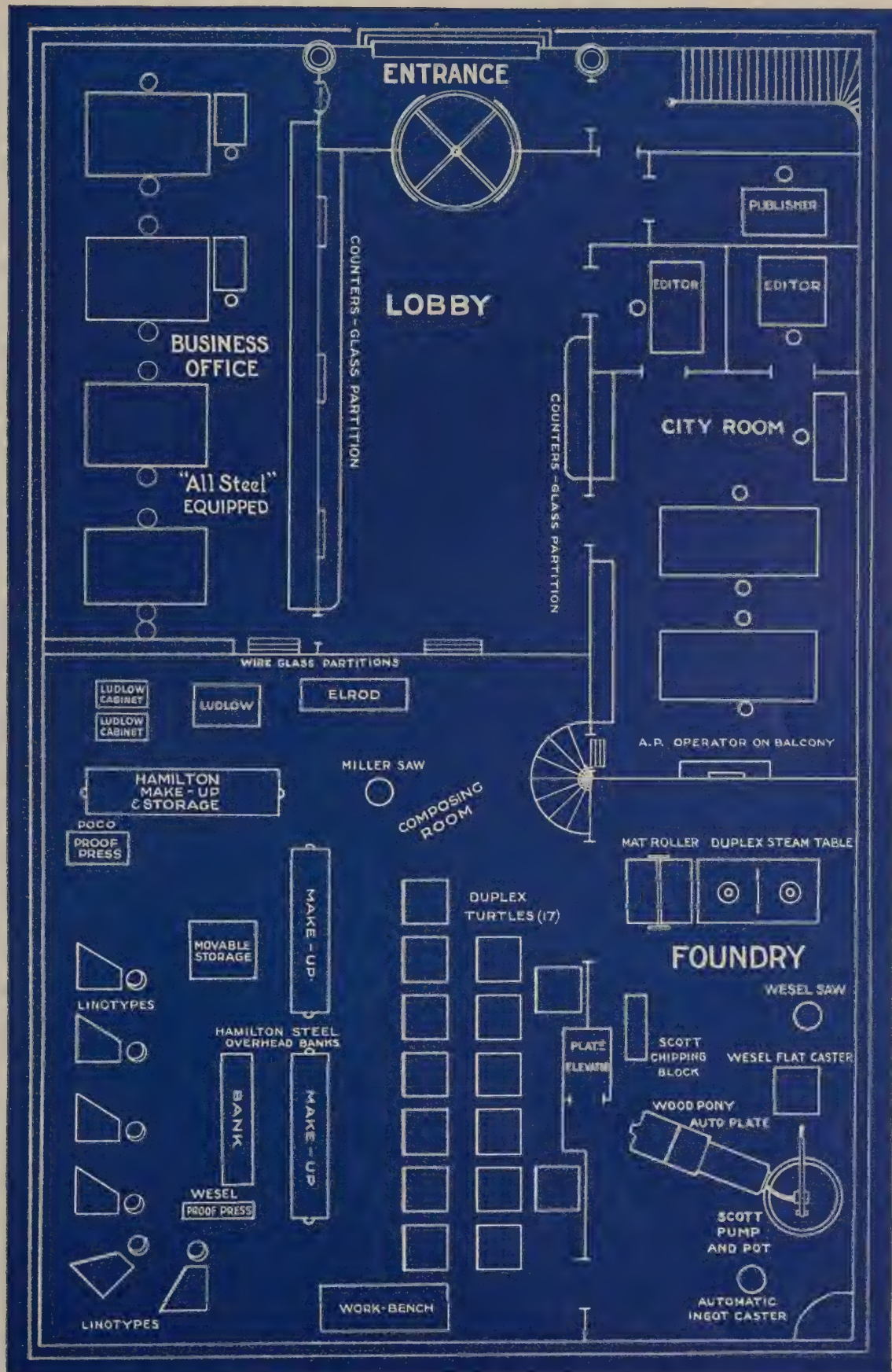
More than 50% of the married employees own, or are paying for homes under this plan. "We find the homeowner a better citizen and a conscientious worker," said Mr. Trundle.

QUALITY AND QUANTITY SCALES

TAB is kept on *quality* and *quantity* of production, especially with Linotype operators, and a reasonable minimum production is required to earn the base rate of pay per week; then wages are adjustable up or down according to the record.

This principle is well understood by all employees and petty jealousies never exist among the men; the incentive to strive for a better rating (and better pay) steadies the men and improvement is reflected in their work. "There will always be varied degrees of efficiency among skilled workers, and we have found that it is neither fair nor practical to level or average the pay of a force of men in the printing industry," said Mr. Trundle. "We frequently shift the men until they find the particular work they can do best, giving them every opportunity to develop their skill."

(CONTINUED ON PAGE 18)



MAIN FLOOR LAYOUT, DANVILLE (VA.) REGISTER and BEE
 Front Street Side Is at the Top, and Side-Street Walk at the Left; In
 the Other Drawings, This Is Reversed. Main Equipment Is Indicated



BASEMENT LAYOUT WITH GOSS "QUAD" PRESS

This Is the "Bottom Layer" of the Register and Bee Building, Rising Two Stories Above the Street Level

"We have a Shop Committee, of which the writer is a member, which makes a weekly inspection of the plant and building, checking safety devices, machines, stairways, electric connection, etc., and makes a weekly report *in writing*. Recommendations are considered and handled promptly. Disposition of each matter shows up in the monthly report, or it is continued from week to week until disposed of.

"Apprentices are *selected*, rather than taken on haphazard, and are properly supervised during probation. If they do not show aptitude for the work they are replaced after eight weeks. Advancement is cared for in a systematic way, so that the training is thorough and rewards are certain."

"CLEAN CUT," GENERAL ORDER

EVERY edition of the paper, every piece of printing, as well as the outside and inside of the *Register and Bee* plant, gives the sense of the clean cut. That is the atmosphere of the place.

The charming lobby leads on the left to the editorial side, and on the right to the business, advertising and circulation department. All-Steel equipment is used—desks, files, tables and "everything." Space under the counters houses vertical files. The floors are clear for desks, chairs and the Burroughs, National Cash Registers and other office equipment. Entering the composing room, one first meets up with the Ludlow Typograph equipment, in-

stalled in line with the constant, unvarying effort to produce clear-cut and distinctive typography. The selection of faces installed is comprehensive and constantly kept up to date. The composing room, and also the stereotyping plant are in the rear of the first floor, with the editorial and business offices in front. Glass and full-ventilation partitions are used, above counter height.

The accompanying "NPJ Blue Print" shows the layout and equipment used—Hamilton steel tables and cabinets, Miller saw, Poco proof press, Wesel proof press, Linotypes, Duplex turtles in the "foundry," Duplex mat roller and steam table, Wesel saw, Wesel flat casting box, Scott chipping block, Wood "Pony" auto-plate, Scott pump and pot, Automatic ingot caster, etc.

GOOD USE FOR SHARP GRADE

THERE is a basement, and a sub-basement above it—made possible through the grade of the street at the sides of the building. In the basement proper is the Goss Quad, and the heating plant. Cutler-Hammer full automatic control and drive are used on the Goss, and also the Cutler-Hammer Conveyor. There is storage for five carloads of newsprint in the two basements. The sub-basement is the carrier's and mailers' bailiwick, including a well-equipped special room for the boys, having benches, chairs, tables, drinking fountain, lavatories. The papers are given the boys through a glass and steel partition. Two large vaults under the sidewalk, up in front, provides storage for supplies, files, records, etc.

Some of the finest sets of locker and shower rooms, with lavatories, for the employees in the plant, are to be seen in the sub-basement and basement.

Throughout the building, in all glass partitions, doors, and so on, wire glass is used. Almost everything else is metal—steel. The base boards are of metal.



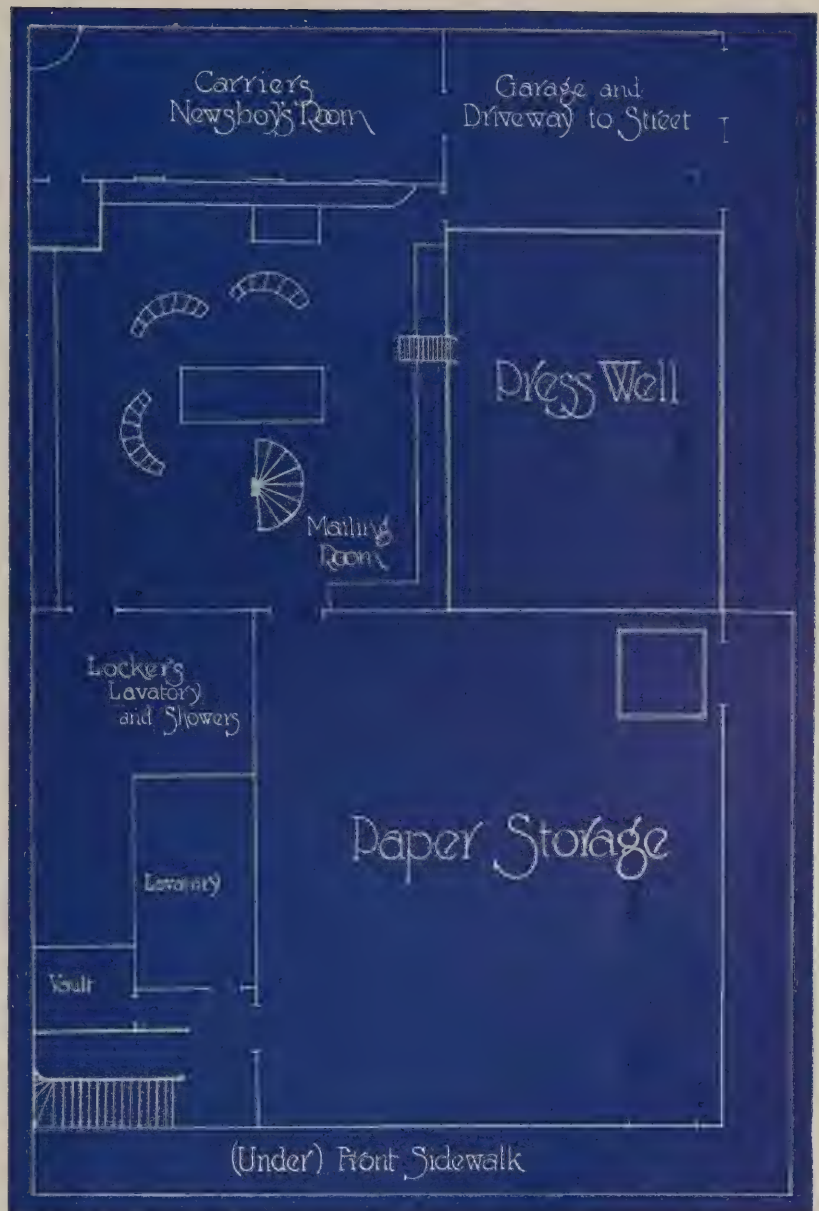
VIEW OF LUDLOW TYPOGRAPH
Advertisers Are Interested in This by Register and Bee, to Mutual Advantage

THE new home of the *Register* and the *Bee* (illustrated herewith) occupies 52 by 100 feet. The slope of the corner lot has been made into an advantage, and the building's lines overcome any peculiarities in appearance on account of the sharp grade. Construction is reinforced concrete, with exterior walls faced with granite terracotta. A beautiful ornamental frieze and cornice encircle the top of the second floor. Note the entrance design, by the way. Over the cornice are the names of the papers and also the words "Associated Press Papers," cut in the stone.

Interior decorations are special. The wainscoat is of marble. The marble terrazzo and neoleum floors are set in concrete. Doors are of bronze. The spacious lobby extends to the ceiling of the second floor. It is supported by columns, richly panelled in tinted relief. Harmonious tones of blue, buff and gold are panelled into the ceiling. The whole interior is enriched by a continuance of this design in delicate relief.

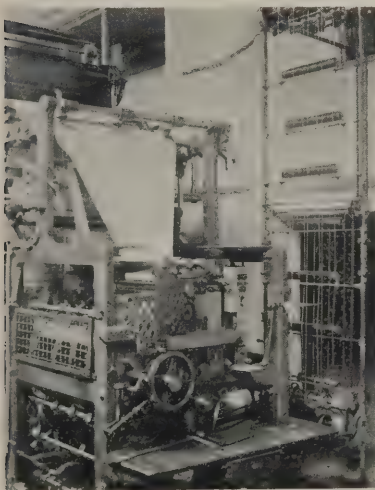
SHOW ADVERTISERS WHAT'S DONE

NOT only are advertisers interested in illustration and other services maintained by the *Register* and the *Bee*, but they are made acquainted with the composing room equipment, particularly the Ludlow and Elrod machines. These are frequently explained in working out the final licks of advertising campaigns instigated by the solicitors and service men, and it goes home. The printers themselves take part in this work. They tell of the new type they furnish the advertisers every day with this equipment, and the time saving features as well as the improved typography made possible. The operator of the Ludlow offered this "experience idea":



SUB-BASEMENT (Just Above Basement); FOR CARRIERS

Taking Good Advantage of a Sharp Grade in the Street From the Front to Back; Storage Area Is Double-Height



GOSS "QUAD," AND C-H CONTROL

Cutler-Hammer Conveyor at Right Takes Papers to Newsboys and Mailing Tables

"News heads and feature heads also go to the Ludlow, giving us a sharp, clear print. The Ludlow saves time because the matrices are always in the cases, being put back after each operation. No forms to pick and pi, no sorts to look for. By storing signature lines and other material which have been cast in duplicate, we pick-up a considerable proportion on the general run of ad-composition. After the ads are set up and ok'd they cannot be picked, as in the old days, so there is less chance of errors. We couldn't run the shop without it."

ADDITIONAL ILLUSTRATIONS OF THE DANVILLE (VA.) REGISTER AND BEE ON PAGE 20.

NOT A "GETTING BY" PLACE

EVERY employe seems to be imbued with the "clean cut" ideal. While there is plenty of contrast in the typography, the absence of broken, worn or battered letters or lines, is eliminated 100%. The sidewalks outside are always clean. The floors are clean and the steel furniture and the equipment in order. Nothing is left on top of desks overnight.

There is nothing "painful" about this ideal of the "clean cut." It is like a natural thing, not an obsession. This is because, I think, the personnel is filled to the brim with the ideal of the publisher to be orderly in everything, not merely to get by or around problems but to "go clear through them."



REGISTER AND BEE HOME ILLUSTRATES PLANT'S IDEAL
*"Good Order in Everything" Is the Unwritten Law of Virginia Daily;
 Its Application Begins With Ideal Working Conditions and Equipment*

MAKE IT SNAPPY, TRUE

*Bargain Days for Subscriptions Are Winners
 When Every Thing About Them Is Wholesome*

By M. W. HALMBACHER

Circulation Manager, Oklahoma City, (Okla.) Times, and Oklahoman

THE SUCCESS of subscription "bargain days", a method tried almost everywhere and in a myriad of ways, depends upon local conditions to a large extent. Methods successful in Illinois have failed in our state. It would not be possible for a circulation manager with experience only in Texas to specifically advise one with experience only in Maine. But, the interchange of experiences between men as far apart as the poles is bound to prove valuable, if rightly studied, and will fill many needs for new ideas and slants.

The subscription bargain offer was originally propagated from the idea that the spirit of buying and giving is more in evidence as Christmas draws near, than at any other time. Money circulates more freely in December than during any other month. All lines of business find December to be the best cash raising season. It is during this month that offers find most favor with the buying public. This is the reason a vast majority of newspapers have selected the month of December as the most favorable time to launch their annual bargain day offers.

THE first and most important matter to be considered is the advertising copy. Every aspect of the situation should be closely studied and every phase thoroughly covered. Advertising space in one's own paper and other papers in the territory should be used unsparingly. Every other dignified method of advertising should be given full play during your campaign.

The psychological moment should be selected for the release of each installment of copy. For instance, a marked rise or fall in the cotton, grain or stock market is the time to call the attention of the reading public to the service offered by the market page. If there should happen to be a great sporting event, such as a championship fight, don't miss the opportunity to boost the sport pages.

By suggesting the superiority of your newspaper in each field at the time of greatest interest, you stand a far better chance to collect a year's subscription in advance than if you appealed to the prospective subscriber at a time when there is little activity in the field in which he is most interested.

The success of the campaign is going to depend very largely on the manner in which the publicity is handled. This should be planned several weeks ahead of the opening.

THE solicitors should be experienced. They should be men who have been in the service of the newspaper long enough to consider themselves a part of the institution. On a bargain day offer the paper needs salesmen, not order-takers. Before starting out, each solicitor should be called into the office and drilled on every phase of the campaign.

The methods to be used in the office depend altogether on the regular system, and the volume expected.



LOOKING DOWN INTO THE BUSINESS OFFICE FROM BALCONY

*This Picture Illustrates the Rich Ornamental Designs of the
 Register and Bee Building Interior, as Well as Balcony Plan*



M. W. HALMBACHER

*For Many Years a Power in the
Circulators' Association Work*



If the newspaper has not been accustomed to conducting bargain day offers on a big scale, it may not be wise to attempt too much the first time. Campaign expenses run into big money before realizing it, and the most expensive features may be the ones that fail to pay.

The successful bargain day campaign must be the climax of a steady healthful growth. The publisher who is constantly changing circulation managers can never build up a successful bargain day offer of permanent value. By keeping office and field forces intact from year to year, the paper will come to know the wonderful efficiency of experienced help in a bargain day campaign.

THE success of the bargain day offer may fluctuate from year to year due to local financial conditions, but if handled constructively it will be limited only by the trade territory, the literacy of the population and the editorial enterprise of the publisher.

Above all things, close the campaign promptly on the last day originally advertised for the close. Do not under any circumstances extend your campaign. *Be firm on this point.* Remember there will be other years when you want to build up the confidence of the public in the genuineness and the sincerity of your offer and your newspaper. *Do not trifle with your public by postponements and extensions and changes.* The few belated subscriptions secured will be dearly bought in loss of public confidence.

Make your bargain day short and sharp and give it everything you have while it is on.

LOCAL NEWS SCHOOLS

Hold Lessons for All Executives of All Newspapers for **LANDING THE NEEDFUL**

By EUGENE LEONARD

WHAT'S the matter with the neighborhood, the county, the state news correspondents in many localities? Why doesn't their copy improve, as to legibility, "style," news value—why is so much "good stuff" missed, so many useless items sent in, sometimes at wire expense; why so many evidences of not knowing news when it is right there, and not getting it in? And, why do the correspondents seem to fall for press-agentry so often? There are many answers offered.

"NPJ" not long ago carried an article in which a widely known (country) editor said that the answer is, *the editor himself*—managing editor, county editor, state editor, or any other name of an editor.

THIS season of the year is often the biggest season of complaint by newspaper executives about these things. But,—and it's a big BUT, and, for once, a *good one*—this very season is also becoming recognized as the period when newer, constructive, and often remarkable methods can be most successfully employed to get into the problem and work it out a really useful answer, not merely pecking at it.

IN THE FOLLOWING, CITY NEWSPAPER EXECUTIVES CAN LEARN SOMETHING FROM A RURAL COMMUNITY WEEKLY "away up in South Dakota." Also, of



C. P. SHERWOOD

*Editor and Publisher
De Smet (S. D.) News
Pioneer Press Association Worker*

course, the community newspaper executives!

There is still time to do something like the following this *summer or fall*. In some sections, the county fair period offers a fine opportunity.

*This Plan, Tried Out, and Not
Found Wanting, a Real School*

THE editors and publishers of the De Smet (S. D.) News,—the directory gives the local population as 1,200 in a county of 14,000; circulation, sworn paid, around 1,000—conducts a school once a year with some thirty-five to forty present, for its country correspondents.

This is not the only school for correspondents conducted by country papers. A "school" may be almost anything. However, in De Smet, C. P. Sherwood, the nationally known veteran country journalist and press association leader, and his associate Aubrey H. Sherwood, have made a school that seems "far ahead of the game" under the circumstances. It has many unique items and angles, and may prove to be a revelation in the way of practical experience "for adoption". To city as well as country executives. (By the way, who knows of a "city paper" that has done a worth-while constructive thing to brace up this part of its news service?)

A *copy-reading exercise*, in which everyone present participated, has been held successfully at De Smet. There are always addresses on advertising as a community service, by an agricultural expert who knows news—and music and other diversions. They are happy occasions.

*To Arouse Correspondents to
Love the Game, is Chief Goal*

SAID Aubrey H. Sherwood: "I am glad to tell you something of our correspondents' gatherings, hoping it will be interesting and useful to other publishers, as you say. We have encountered difficulties. Perhaps we are a little ahead of the game. We are not discouraged and we know these occasions have helped us in building up our news service.

"We invite the wives and the husbands with the correspondents. A hall is engaged; the plant is too small for so many. Our plant force attends in a body.

"In arranging the programs we have tried to work in as many 'shop' and news writing suggestions as possible.

"The chief purpose is to instill or arouse in the correspondent a love of

THE CHRONICLE CUB

Toledo Chronicle-Democrat

VOLUME ONE

TOLEDO, IOWA, JULY 18, 1925

NUMBER THREE

NEWS SOURCES IN YOUR COMMUNITY ARE LISTED HERE

Sometimes reporters hear of an item that is difficult to trace in order to get the facts. The list below is to help you by suggesting places to get news, and the kinds of news to be found. Make it a point to visit with someone at each source at least once a week—oftener would be to your advantage.

Railway station—departure and arrival of persons; railway improvements; news of the road in general; news from people traveling.

Post office—general news; personals; changes in postal employees.

Telephone office—general news and personals; operators always know plenty of news.

Ministers—church activities; marriages; deaths.

Schools—teachers' meetings; school improvements; sports and other activities; contests; honor students; names of new teachers and students.

Rural mail carriers—accidents; fires; illnesses; change of renters on farms; farm improvements.

Justices of the Peace—trials and cases; marriages.

Physicians—cases of illness; surgical operations; accidents; general news.

Lodge officers—personal notes; social news; new officers.

Town council—new resolutions and ordinances; village improvements; proposed action.

Community clubs—social news; programs of meetings; new members; plans for year.

Business houses—changes in employment; improvements.

Hotels—arrivals and departures of guests; banquets; luncheons; social affairs.

Athletic teams—accounts of contests; names of boys and girls on teams.

In addition to helping you find the news, you can also use this list to trace items to sources that would know about them. Form regular news "beats" and let the people on your route know that you are seeking news.

SUGGESTIONS FOR TYPISTS

Some of the typewritten copy which comes to this office shows that the machines are not being taken care of properly, therefore producing poor copy. If your machine does not type plainly it is time to change the ribbon. With a pin the letters in type can be cleaned out, as lint, dust, and other small particles accumulate in the open spaces of the letters and clog them up. Above all, keep your machines clean, and free from dirt. If the ribbon is worn the type will cut the roller, and the reproductions will not be clear when the roller is full of holes and cuts. We appreciate the use of machines, and want you to know how to get the best service out of them.

The Chronicle Cub

MISS IRENE DAVIS, Editor

As the third number of the Chronicle Cub goes to press a feeling of service—to the correspondents and to the readers of the Toledo Chronicle-Democrat—is carried with it. Members of our staff are aiding greatly in serving our community. It is our desire that each and every correspondent have a personal interest in our county publication, and from all appearances the Chronicle Cub is promoting that interest. Correspondents are doing a community service, of which they may well be proud. Your community is your interest and ours.

CORRESPONDENT WROTE STORY ABOUT TAMA SUICIDE—READ IT

A tragedy is not the easiest thing in the world to handle, especially for one who is not accustomed to writing. Suicides are not common occurrences, and circumstances are difficult to dress up so that the death will be looked upon as the ordinary case.

The following story was written by Mrs. Bramblett, in which she gave the facts easily, and in such a manner that relatives of the dead man could find no fault with the item:

"Roy F. Hill, a resident of Tama for many years, was found dead about 7 o'clock Saturday morning midway between the residence of A. B. Goodall and Anton Damish, with a bullet wound thru his skull.

"Mr. Damish was on his way to work when he found Hill's body on the sidewalk. He notified Dr. William Corns, coroner, at once, who pronounced the death as suicide. A 38-calibre revolver was tightly clutched in the dead man's right hand.

Mr. Hill was a bachelor and for a number of years has lived at the George Walz home. No cause for the act is known, but it is thought that worrying over ill health may have been the cause.

"Mr. Hill's parents are both dead, and two sisters, Mrs. Rose Hill, of Alderson, West Virginia, and Mrs. M. L. Jarriett, of Louisville, West Virginia, are the only living relatives."

In addition to the above facts a brief life sketch of the man was given. Study this story—you may have a similar case in your community. Know how to handle these things beforehand so that you can handle them easily when the time comes.

THIS ERROR IS COMMON

Just because a certain woman in your vicinity is called "grandmother" by all who know her is no reason why she should be called that in print. Do not say "Grandmother So-and-so" went to Des Moines last week to visit her son, John So-and-so." Change the "grandmother" to the name of the woman, as "Mrs. Mary So-and-so," etc. There is no such thing as familiarity in a newspaper—all terms must carry with them a recognized sense of dignity.

Use the hyphen in "week end" only when used as an adjective: as "Miss Mary Smith was a week-end guest at the home of her cousin, Miss Alice Jones," etc. Or you may say that "Miss Mary Smith spent the week end with her cousin, Miss Alice Jones," etc.

Always name the day that an event took place. The fact that something happened last week doesn't mean as much as to say that it happened Saturday.

TYPEWRITER CLUB HAS ANOTHER NEW MEMBER

At the present rate of increase the typewriter club roll will soon include all the correspondents for the Toledo Chronicle-Democrat. Miss Marie McCarty, of Tama, is the new member of the club this month, and also a new member of the staff.

HOW TO REPORT DEATHS

When reporting a death or funeral there are many questions to answer in order to make sure that all the facts have been obtained. Follow this outline and you will be sure of having all the material necessary:

- Give name of deceased.
- Name of parents.
- Date of death, sometimes the hour.
- Residence of deceased.
- Cause of death, duration of illness.
- Birthplace of deceased, when, where.
- Time of funeral.
- Preacher in charge of funeral.
- Place of funeral.
- Music furnished by whom.
- Names of pallbearers.
- Where buried.
- Surviving relatives.

An important part in the report of a death is the life sketch of the deceased. In the life sketch, facts concerning the person's life may be answered by asking the following questions:

- Time and place of birth.
- Names of parents.
- Facts of early life.
- Resident of community how long.
- Married, who, when and where.
- Names of children, living and dead.
- Occupation.
- Member of church.
- Relatives are always glad to supply other details in the obituary, but if the above facts are given the write-up will be complete.

Keep in mind that you are recording the news of your community, and that the errors in fact will be your fault—therefore be accurate, and write the news in the way that will please the readers of your items.

FREQUENT ERRORS MAKE "DON'TS" NECESSARY

Although it is almost impossible to remember all the "don'ts" at first, try to remember a certain number each week and you will soon have them learned. Practice the errors mentioned in all the writing you do. Look for errors in papers and other reading material that are contrary to the don'ts given each month.

The "word diet" for this month will be the omission of the word "past" for "last." We have mentioned before that we prefer to have you say "the last few days." Have you ever noticed that that word is changed in your correspondence? It is for words like that the correspondence editor puts on "specs." Do your part to do away with the use of that word. Remember, you are not to use the word "very" either. We noticed that the correspondence has contained that word but a few times since we declared war on it.

Don't say that someone is on the "sick list." Do you have the idea that there is a big sheet of paper pasted on some public building on which is written the name of every person in the community who is ill? Well, that is the idea conveyed by that expression. There is no harm in telling about a person's illness—there is more harm in making light of the matter.

Don't write about Sunday-dinner guests unless the guests are from out of the neighborhood. If all the items which tell of the Sunday-dinner guests, from the immediate neighborhood, were used the size of the Toledo Chronicle-Democrat would be increased at least four pages.

Don't omit the first names or initials of persons.

That's that for another month!

MISS McCARTY IS NEW MEMBER

Miss Marie McCarty, of Tama, is a new member of the Toledo Chronicle-Democrat staff. She is assisting Mrs. J. E. Bent in writing the Tama news, and is taking the place of Mrs. Paul Bramblett, who moved to Sibley last week.

TOLEDO (Ia.) CHRONICLE-DEMOCRAT CORRESPONDENT'S ENLIVENER

Each Issue Impresses Lists of Various Local News Sources, Encourages a Typewriter Club, Points Out Common Errors and Injects a Lot of Good Pep

EXAMPLES, IN DETAIL, OF HOW TO MAKE EFFICIENT AIDES FOR EVERY DEPARTMENT IN A PLANT, OF CORRESPONDENTS

the game; not merely suggestions and criticisms.

"It was this point which inspired the copy-reading exercises.

Copy-Reading Contest Cleverly Introduced by Chairman

"As announcer of the program, which was quite informally presented, I told the guests that we had intended to get out a special edition for the occasion, and that as the force had been very busy I would have to call upon them to read copy for the edition.

"Typical news copy was passed out, this consisting of jokes, poorly written items, incongruous stories, and such. I had passed out the word to one or two that they should call on the editor-in-chief for a criticism of their copy, and after they had done this and the copy was read, I suggested that if it was all like that, perhaps it had best all be read. The stunt worked out very well.

Can a Country Correspondent Become a Job Department Aid?

"It has not been our experience that the rural correspondent is of much service in bringing in job work, directly; although, like you, we have hoped that this might be so. Perhaps when they are longer on the job, and we have worked them into the fold a little better with our gatherings, they may serve us in that manner.

"We do notice, however, that the new subscriber is a new customer for printing, and the more he hears about our paper in his community the more likely he is to come to us when he wants printing.

"We did not even find a field man very valuable in bringing in printing orders, but feel that they should be."

How to Get Writers Really Interested in Back-Office Tasks

HERE is another stunt used by the Sherwoods. A program for the school was worked out in advance for the gathering, in typewriting. Copies enough were made to go all around to everybody. The feature was that the programs were handed out completely "marked up" for type, sizes, widths, stock, folding and everything else that goes into the preparation of a printing job. Each copy bore all the marks and instructions, and was completely "laid out".

The purpose was to show the correspondents how such things are done—to put a proper "mechanical" slant into the gathering, thus readily leading into the difficulties which poor copy from the correspondent carries with it into the newspaper office.

The invitations to the gathering were given special attention. They form each year a series of follow-ups. The introduction of the plan for the copy-reading

An Invitation to You--



With Paul W. Kieser, Agricultural Editor of State College, as our guest. Mr. Kieser will talk on news writing; its problems, its values, and its pleasures.



At Guild Hall the program will include musical numbers and other entertainment. Lunch will be served.



We want you to come—and we will be glad to know that you will do so.



When goodnight is said we want to feel that this gathering has been a little better than former ones.

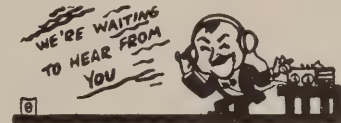
Third gathering of our home and field staff—town, rural, and school correspondents—at Guild Hall, Wednesday, Feb. 20.

Our business and your interest.

Our party will all attend the first show of "A Front Page Story," which is showing in movies that night.



A paper with a punch is what we want. More and better home news is what will make it. That is why we are having this gathering.



Jot the date down on your social calendar and don't let anything interfere with your being present. The husband or wife is invited.

Gather at Guild Hall at 7:15 to attend the show then the party will return to the hall.

Yours for a better acquaintance,

The De Smet News

ONE OF THE INVITATIONS TO DE SMET'S NEWS-PARTY

In the Course of the Advance Work and of the Correspondents' Gathering, a Variety of Unique and Special Forms Are Used

exercise was "Did You Ever Want to Play Editor? Some folks have; we know because they have told us how good they would be at it. Tomorrow night you can play editor", etc. This illustrates the nature of all the invita-

tions and follow-ups. Interesting little "fun" cuts were used on every piece. A typical heading of the follow up (postals, up to this time as a rule) is "Did You Get Our Invitation—We are Expecting You." (TURN THE PAGE)

SMALL NEWSPAPERS SOLVING PROBLEMS OF BAD COPY, WEAK SERVICE MORE EFFICIENTLY THAN MOST OF THE LARGE ONES

"Wild-Eyed" News Copy Is Put Up to the Pupils

HERE are samples of the "news copy", pencil and typewritten, which were handed around for the "exercise":

Dere editor, Your field man said i cud have a want adv free if i tuk the paper a yer and will you writ one to say that trespasser's will be persekuted to the full extent of 2 mean mongrul dorgs what ain't never been overly soshibil with strangers and 1 dubbel barled shot gun which ain't loaded with no sofya pillars. Darned if i ain't tired from this hel raisin on my propurty.

*Yours truly,
John Jones*

The copy to be edited was not all "faked". It was to a large extent made up of matter received from correspondents present at the gathering. Here is some more of it:

Postmaster Silas Sykes is well.

Eppleby Holcomb has not been out of town for quite a while.

None of the Friendship ladies has given a party all season.

Nobody is dead here except the usual ones.

Every editor who has handled country, county or state correspondence, knows that these are not "exaggerations."

Good Speaker Helps a Lot According to the Sherwoods

AT three of the gatherings, Paul W. Kieser, then agricultural editor of the South Dakota State College, and constantly interested in helping to work out progressive steps with the publishers of South Dakota, made the principal address. The Sherwoods give him a lot of credit for aiding in the success of the gatherings. A brief analysis of his talk will add to the valuable points exhibited in this experience story.

The text was a published statement of Marvin H. Creager, managing editor of the Milwaukee (Wis.) *Journal*:

"Defects in its reporting are weak spots in the very foundations of a newspaper. No newspaper permanently can be stronger than its reporters. No matter how imposing an editor may feel, he is helpless unless he has facts to work with."

Mr. Kieser brought out upon this text that country newspapers, even in the agricultural sections might neglect agriculture—"many of them do"—but they cannot avoid dependence on community consciousness which they must keep alive by drawing together the rural town and the outlying farms.

Country papers have over-emphasized town news, as against county news. In South Dakota two-thirds of all country newspaper readers live on farms. An average of only 2½ columns of country news was shown in the community papers, weekly.



AUBREY H. SHERWOOD

Associate Editor and Publisher *De Smet*
(S. D.) *Weekly News*



"You are a reporter," he said. "Not on a big paper, but on something bigger, in its way. This is not an easy job."

"The country correspondent is too much inclined to take what has been commonly accepted as news in country correspondence—visits, sickness, meetings, deaths, changes, marriages, parties, etc.,—and write just that, and quit. Four-fifths of these items are visit items. People like them, but they become tiresome to read and tiresome to report. All these kinds of items are desirable, but they fail to clothe the skeleton in flesh and blood of current spontaneous human interest. If a newspaper cannot do more than skeletonize the community's events, it might as well be a city paper."

Mr. Kieser pointed to lack of variety, and lack of interesting writing as chief faults of country correspondents. He showed a dozen forms in which each kind of item could be stated. "And, every little item has a background all its own," he added, with illustrations. The secret was, he said, a frank and real interest in the community and the newspaper served. He concluded with examples of trivial items as reported ordinarily, being made by further look-ups and application of real interest into fine feature stories, particularly as to farm enterprise.

NEW YORK COUNTRY EDITORS ACTIVE IN "SCHOOL" WORK

GOOD news and legible copy are lacking in many sections of America. The Cornell University *Service Sheet*

tells of dozens of schools held in New York state by the editor of this helpful monthly bulletin for the community newspaper executives. Editors cheerfully and gratefully called their correspondents together for the classes.

MARSHALLTOWN (Ia.) DAILY HOLDS EFFECTIVE MEETINGS

THE city editor of the Marshalltown (Ia.) *Times-Republican*, H. J. Rodgers, a daily which covers its county with unusual care, and which has nineteen correspondents, answered "NPJ's" inquiry as follows:

"The correspondents were invited to be the newspaper's guests. An inspection of the plant was followed by luncheon. After luncheon the party gathered about the big fireplace at the country club. Announcement was made of awards for good work. Correspondents from the smallest towns, who had drawn a lower rate, were put on the same space rate with the higher priced representatives.

"A girl, who has learned to prepare good typewritten copy, told how she had done it.

"A woman who lives three miles from a village, but covers the town and community, said she gets some of her news by deduction. She calls the lumber yard for lumber being sold, and thereby gets tips on new buildings. She calls the garage and asks whether any cars were towed in. Thus the auto accidents are uncovered. 'They never knew any news, when I asked them "what's new," but when I asked them, who was towed in last night, they told me,' she said.

"For several weeks we kept notes of common errors of correspondents. These mistakes were explained and corrections suggested. The correspondents took notes and asked questions.

"Detailed instructions were given important news, feature stories, time limit for filing by telephone, special delivery and ordinary mail. The result has been more than we had hoped.

"The cost to the newspaper was small. We propose to hold at least one such conference each year."

CIRCULARS THROUGHOUT YEAR TO REPORTERS ARE HELPFUL

PUBLISHER Charles Lowater of the Spring Valley (Wis.) *Sun*, and of the Woodville (Wis.) *Times*, weeklies in small towns, sends many letters each year to his country correspondents at not too regular intervals. His papers have been materially assisted in increasing circulation and holding to a strictly paid-in-advance basis (\$2 a year) by this work and there are over sixty active correspondents on the staff. Mr. Lowater frequently sends personal letters, also, when opportunity is offered to give constructive criticism in specific matters.

Paying Country Correspondents

NEW YORK State Associated Dailies showed only 6 of 20 publishers not paying correspondents. All furnish copies of each issue. Rates of payment stated were: \$1 to \$1.50 a column, 5 to 8 cents an inch; most of them furnishes supplies and postage; space rates, it was agreed, are the most satisfactory.

Here is a typical report: "We use three different bases, dependent upon the size and importance of our circulation in the community served. Very small places we give correspondents only copy of paper and free supplies; others where we wish to be sure of at least one letter a week pay \$2 a month, flat rate; our more important communities we allow \$1.50 per column to correspondents."

The regular letters are linotyped and printed as a circular, but invariably a tasty piece of stock is used.

And, all these correspondents have little hand books of counsel and instruction. In a typical letter in a dull season, Mr. Lowater pointed out dozens of mistakes and sins of omission, and closed as follows:

"Let me repeat the offer made to you before regarding new subscriptions—those to some family which does not take the *Sun* now. You are entitled to 50c on every such subscription you receive—send the *Sun* the balance, \$1.50, and the paper will be credited for a year. We do not pay commissions on renewals.

"So far as your community is concerned, YOU are editor of the *Sun*, and entitled to the respect due that position. Do your work so as to add to the respect and affection which your position inspires. Take every occasion to build up your community, by advocating better things, by commanding what is done for the general benefit—and if necessary by "sitting down hard" on things that will harm the community. But always remember that you, yourself, are the *Sun* in your community, and govern yourself accordingly.

"If you think I should or could do something for you or your community, let me know—that's what I'm here for; if something isn't as you like it, tell me so—get it off your mind. That's what I'm doing in this letter, and I feel better.

"To my notion, the *Sun* has the best bunch of correspondents that any local paper is blessed with, and you are one of the bunch. I want to tell you that I appreciate your work. Every week I read your items over carefully—or if you missed writing I wonder why."

A number of books are now on the market which may be used as manuals for correspondents for large as well as small newspapers.

Your Dollars and That PAY-ROLL of Yours

Seventeen Newspaper:
Printing Plants Turn
Over 32 Cents, "Per"

By A. D. GALLERY

SEVERAL years ago, in making a survey of quite complete departmentized records of the year's business, it occurred to me to inquire just what part of every dollar received had gone directly into the hands of employees. Following that thought I was moved to make like figures for previous years and have continued the practice.

Many publishers have been asked for like figures, but none seemed to have considered that particular item, so I wrote to one of the national associations

HERE you will read the Experience Story on a big subject from not only one, but a representative group of typical offices of varying sizes.

suggesting that it ascertain the facts for the information of its members. The reply was disappointing, for it said such data would be of no value.

Considering myself somewhat of a freak, I dropped all talk about the matter, but at a committee meeting of the Michigan Press Association, the identical question was asked me. President Hubbell sat close by, heard the resulting conversation and immediately handed me the job of presenting the question.

Out of twenty-two requests for such facts, scattered in all parts of the Lower Peninsula of Michigan, seventeen kindly replied. An effort was made to secure figures from shops employing only one or two persons, and those of varying

Proportion of Shop Costs for Employees

	Total Income	Pay Roll	Per Cent	Group Average	"Gain or Loss" vs. Average
1.	\$ 7,200	\$1,700	.2361		+\$ 384.48
2.	8,073	2,921	.3618		— 583.68
3.	8,500	2,300	.2706		+ 116.65
				.2895%	
4.	11,293	2,877	.2547		+ 260.86
5.	11,880	3,103	.2612		+ 197.20
6.	12,107	3,796	.3135		— 432.21
7.	17,176	4,815	.2803		— 42.94
				.2778%	
8.	20,540	8,260	.4021		— 1821.90
9.	23,207	7,034	.3031		+ 239.03
10.	25,637	6,027	.235		+ 2009.84
				.3134%	
11.	34,701	13,076	.3768		+ 62.46
12.	35,261	12,626	.3580		+ 599.43
13.	36,376	12,634	.3473		+ 1007.61
14.	37,000	15,500	.419		— 162.80
				.375%	
15.	48,317	15,828	.3275		+ 499.35
16.			.281		
17.			.402		
				.3368%	
Average of all, per cent,			.3194		

MICHIGAN ASSOCIATION MEMBERS ARE NOW STUDYING THIS TABLE

Every Reader of "NPJ" Can Make Use of This
Remarkable Analysis, by Applying the "Story"
of the Compilation and the Figures

size to the larger weekly papers. For reasons unknown, two of the replies failed to give the items of total receipts or amount of pay rolls but gave *percentage* of labor cost.

(EDITOR'S NOTE: Mr. Gallery, who presented the remarkable analysis here published, to his association at a recent meeting, also generously had an analysis table printed, distributing this at the convention to encourage consideration of the subject thereafter among all the active members. Study the table in connection with the following.)

Proportions of Shop Costs Going to the Employees

IT will be seen that the table naturally divides into *five* groups: Three shops report total earnings under \$10,000; four between \$10,000 and \$20,000; three between \$20,000 and \$30,000; four between \$30,000 and \$40,000, and one of nearly \$50,000. For purposes of comparison it is considered fair to presume that the two giving only their percentage, also belong in the \$50,000 class.

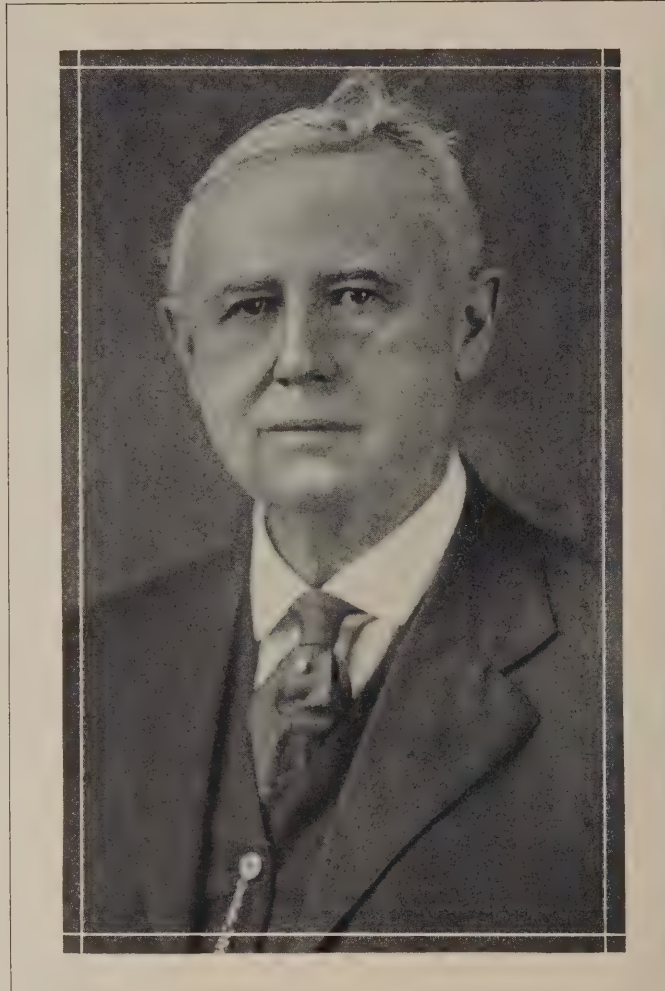
In the class under \$10,000 there is considerable variation, but the average for the class is .2895; in the next higher class the increase of business appears to have resulted in a slightly lower cost, or .2778. Above \$20,000 the cost rises to .3134 and a decided increase to .375 results between \$30,000 and \$40,000. In the highest class the average is again reduced to .3368 while *the average for the entire list shows that for every dollar received or earned, as the case may be, .3194 or almost 32 cents goes direct to the employees.*

The range of the decimal fractions does not appear large, so computations have been made to show the difference in dollars and cents which the decimals represent when applied to the gross earnings. For instance, No. 1, paying .2361, while the average in his class is .2895, appears to have saved for himself \$384.48, while No. 2, by paying .3618 turned over to his employees \$583.68 more than the average rate in his class would have required. In like manner No. 8 sacrificed \$1,821.90, while No. 10, doing a business larger by \$2,500, saved for himself \$2,009.84 from the average rate in his class. Such differences are more marked when applied to the higher totals, for it is seen that a small fraction over one cent between Nos. 12 and 13 amounts to more than \$400 when computed on totals exceeding \$35,000.

Interesting Details Shown For Individual Cases

RECORDS of one plant submitted, covering a period of twenty years, show comparatively little variation, the lowest figure being .255 when the business totaled \$16,000, and the highest .408 when the total had reached \$30,000. In the earlier years when the business ranged from \$6,000 to \$12,000, the labor cost ran from 31 to 34 cents per dollar of revenue.

One correspondent gave his figures for each of the past seven years, the lowest of which showed .265 and the average for the seven years of .294



A. D. GALLERY

*Publisher—at Caro, Michigan—of
The Tuscola County Advertiser*

which justified his observation that the pay roll would average 30% of the entire cash receipts, he stated further: "I know the pay roll could be cut quite a lot, but it would mean that the boss would have to work a lot harder and—what's the use."

Another correspondent whose pay roll represented a larger part of the earnings, gave additional percentages of cost including the items of postage, express and freight, supplies, paper and ink, commissions, light and power, heat and gas, repairs, insurance taxes, and miscellaneous items which, with the pay roll made a total of 70%, leaving 30% to cover a depreciation and replacement fund, surplus, accounts receivable, personal salary and profits.

ALL publisher:printers will recognize that greatly varying conditions obtain in such a group as the one under consideration. Doubtless in many of

those doing business under \$10,000 per year, the proprietor does much of the mechanical work in addition to editing, writing copy, keeping the books, writing the letters, and making the collections, not to mention paying the bills. *It is to this class my hat comes off in admiration of their mental ability, industry and physical strength.* Some of these we know have outside interests claiming their attention, and whether they be postmasters of their towns, or serving in other capacities, it is doubtless necessary to employ extra help which affects their figures. Some organizations are partnerships while others are corporations, but the figures given are supposed to include all help aside from one manager or owner. It is probable such differing conditions are reflected in the table. We need greater uniformity in systems of accounting in this field.

EDITORIAL

VILLAIN::SALVE-ARTIST::HAPPY MEDIUM

By JOHN L. MEYER

Managing Editor, National Printer-Journalist

A WRITER who is of the school which still endeavors to substitute theory and preachment for actual practical experience, recently offered the following (in substance) as an "idea story" for "NPJ.":

"The executive of a business ought to hire a professional 'villain' to go through the business and pose as an irate customer,—to be as unreasonable as a flapper and as uncompromising as the Law of Gravity and the Law of Evolution. His (or her) reception would show up the weak men, women and spots in the organization, and make it possible to 'scientifically' pull out the dry rot and the don't cares;" and, so on.

It occurs to me that the same results, and indeed even more exact results, could be secured by hiring a professional *salve artist*, and giving him (or her) the same assignment.

Isn't it a fact that you can probe the depths of many a man and woman far more readily by offering soft flattery than by injecting any kind of criticism?

And, as a sporting proposition, it does seem more genteel to use the "salve" method!

WHICH SHALL IT BE, IN PUBLISHING AND EDITING NEWSPAPERS?

AND, it strikes me, furthermore, that every one engaged in publishing and editing any kind or description of a periodical, is constantly and everlastingly in the choice of taking one of three roles toward our patrons: Professional villain, professional *salve artist*, or (third) a *Happy Medium*.

I don't mean, in the latter, being either a chipper clairvoyant, or to stand like a dummy exactly betwixt and between the villainship and the *salve-artists*hip.

What I intend to convey by the expression "a happy medium" is a cheerful purveyor of information that is worth while, with a large sense of humor ever-ready to get one over the cracks, blows, backfires and press agents.

A writer on religious subjects recently wrote an article on "The Sense of Humor," and asserted that it was one of the Almighty's greatest gifts to man; the real "saving grace." Who hasn't a sense of humor? Only he who refuses to use it! It's as free as the air, to everybody—even to printer-journalists.

COWS, PERSONS, SPACE WRITERS AND THE ART OF ADVERTISING

COMES now (as Wil Tufford would make the *entre*) a writer in *Vanity Fair*, that free and easy and very pretty magazine about and for nice people, and tells us that cows have many advantages over humans, even the rich and pouchy. Here is how he proves it:

You can tell a cow three times or three million times that something new is better, some other pasture more green, some other occupation more attractive; but, the

cow will just go along minding her business and chewing her cud in the same place.

On the other hand, just about three times of telling is enough to make a human being believe almost anything.

(Especially, if said human *wants* to believe it!—ED. ASIDE!)

Then the writer in *Vanity Fair* shows the three main methods of suggestion which are used by advertising men today to "sell". What they are, is not material here; he talks about appealing to this that or the other selfishness of the human mind. *But*, he totally and utterly omits mentioning anything about paid advertising *vs.* the free publicity graft.

He missed a golden opportunity, we'll all agree. His story reads well. He gets his points over. But he failed to show the psychology (as they say) of the free publicity grafter and the free publicity *grantees*—both the periodical and the reader.

He might well have told how playing on the selfishness of the human mind with the very same tool is like a dog eating dog. The net result is bound to be a pure and simple *NIL*! Even little children will not fall for it, and grown ups only when it's very, *very* slick.

But, there are yet many publishers who are so afraid of these things that they (1) publish the stuff knowingly; (2) try to kid themselves, and (3) think they are kidding the advertiser, (4) knowing full well they don't kid the public; (5) and then lay awake nights about the whole, sad business.

But, as usual, I quite forgot about that Sense of Humor, the happy medium! It's no light matter to have ideals and try to follow them. It shouldn't paralyze the funny bone, but it sometimes *does*.

YET, REMEMBER THE COW! A NEW SLOGAN FOR PUBLISHERS?

YET, *remember the cow!* Let's be like unto cows to the free publicity grafters. Let them make all the mystic passes they want, let them whisper all the passionate suggestions (about *future* advertising contracts) they get their pay for, let them use all the svengalian evil eyes they cast into the bargain; indeed, let them *rave!* And, just go on chewing the cud, in the same old place.

It might be well to try *that* method—just "go into the silence". It would, at least, make it a lot easier for the association secretaries, they who have to, in the end, always, play the "goat".

Ring up the cash register to put in the good dollars of the advertisers and merchandisers who *PAY* for their advertising—that's the "snap of the finger" that breaks the spell, eh?

Let's be—each of us—"A Happy Medium" for thirty days, from now on!



The "NPJ"

SEND AN IDEA

PUBLISHER-PRINTER ROUND TABLE

JOHN L. MEYER, "Chairman"



A Word to All Our Readers

LET it be understood that while "NPJ" ROUND TABLE publishes only experiences and ideas which have practical value in some specific way, or are useful for stimulating association of ideas among its readers over the U. S. A. and Canada,—and that while the editorial standard is constantly tightened up,—the primary purpose of "NPJ" is to help seekers for practical knowledge in this field to think and plan in the most efficient way consistent with their local needs—not to tell them what to think nor to do their thinking for them. The latter is a vain thing which some try to do, and it usually brings a backfire more than unpleasant.

"NPJ" as a whole endeavors to improve its good name as an experience exchange—and as much as possible by citing constructive examples. We don't preach, nor invite anyone to preach through us!

No reader need hesitate to write us critically of any ideas or experiences found in this magazine; provided (only) that it is constructive, that it adds something helpful and useful.

JOHN L. MEYER

NEWS : : EDITORIAL

CHURCH NEWS TROUBLES SETTLED—The Oregon City (Ore.) *Morning Enterprise* has put a Friday night dead-line on church notices including alterations to run in the Sunday edition, and has the ministers' association pick out one sermon each week to be printed in part, each clergyman getting attention in rotation, by decision of the association. Only short items are used, otherwise. Church social matter is limited to the society column.

"LETTERS TO HOME FOLKS" EDITION—C. B. Vaughan, Washington (Ga.) *News Reporter*, announces editorially: "Sometime soon, we are going to devote an edition to letters from those who have wandered from our home county. Besides being a means through which the many hundreds who have left the county the past twenty-five years may communicate with their friends back home and with each other, we believe it will likewise be appreciated by the home folks." He is asking subscribers to furnish names and addresses of former residents.

NOVEL MASONIC TEMPLE EDITION—C. H. Gribble, publisher of the Platteville (Wis.) *Journal*,—weekly, 4,300 pop.—accepted the combined interest in the dedication of a new Masonic Temple and the visit of a State Pilgrimage of Tripoli Shrine on the same day, to get out a big special edition. Here are features he used: Advance story of rites; large cuts of temple, Shrine officials and band, welcome from the mayor, list of past masters, sketches of prominent members who officiated, description of new building, George Washington's Masonic record and history picture of the building committee, roster of the lodge, Eastern Star notes, DeMolay story. There was a very generous advertising patronage including welcome advertising from stores, etc., regardless of religion or affiliations, a

number of stores using Masonic emblems in their ads; also advertisements of welcome from Odd Fellows and several other orders. Some individual advertisers combined in a welcome page, also.

INCOME TAX PUBLICITY—Newspapers of the country seem about evenly divided on the question of whether or not to print income tax payments information, says *Editor & Publisher*, following the U. S. Supreme Court decision invalidating orders against this publicity. A repeal of the publicity feature of the present law is in prospect.

ADDS NEW IDEAS FOR CODES—The Southern Newspaper Publishers' "Code of Ethics", adopted at the 1925 annual, includes: "Is the news fit to print and to be read by my own brother? should be the test, rather than, will it sell more papers"; "no story warrants wanton pain to an innocent."

DOCTORS TO ADVERTISE—Allopaths in Texas have voted to amend their code of ethics so that advertising becomes ethical; however, only if done collectively and co-operatively. (That's fine; but a companion proposal is that "educational matter concerning common diseases be submitted to newspapers for the public good." Is there a fly in the ointment? Or, has the ointment a fly in it?—ED. NOTE.

CIRCULATION BUILDING

GIRLS' JACKSTONE TOURNAMENT—The Pittsburgh (Pa.) *Press* divided the city into ten districts for a prize elimination competition; the champs played for the city prize—a trip to New York City.

DOG SHOW BY DAILY—The Madison (Wis.) *State Journal* got 300 entries, some from 100 miles away. The program included 60 classes. A movie house gave a ticket to every entrant; merchants gave prizes. A parade was started 15 minutes ahead of schedule to stop the fights at the starting point. Three hundred Madison society people were patrons and patronesses. Pedigreed dogs were barred. Tickets were sold for the show after the parade, and the profit given to the Boy Scouts.

"PERSONAL COPY"—This is an imprint used on newspaper wrappers by the Richmond (Mo.) *Missourian* when paper or subscribers want the copy to be sure to reach the individual addressed.

NO MORE CIRCULATION—The *Editor & Publisher* reports, after a survey, that daily newspapers generally did not find the Scopes "Monkey Trial" a circulation builder. People were not even taking the trouble to get a clear idea of the issues involved.

BANK CHECK PLAN—A list of a bank's depositors is gotten from the bank, and each "new" name sent a solicitation to subscribe to the paper, with check made payable to the newspaper, complete in every way but the signature.

MORE ADVERTISING

ADVERTISING VIA RADIO—The American Association of Advertising Agencies is making a survey of results derived from that method. The public will be asked questions as well as the advertisers who have used radio.

WHERE'S THE PULL?—Dr. Starch, Harvard School of Business Administration, reports having demonstrated that the headline constitutes 50% of advertisements' pulling power; body copy 25% and illustration and general layout 25%. This is said to confirm mail order houses' experience.

DAILY SELLS "SPACE ON THE AIR"—The St. Louis (Mo.) *Post-Dispatch*, since putting in its own radiocasting station, is doing just that. Strict censorship and airtight contracts pre-

Largest Circulation

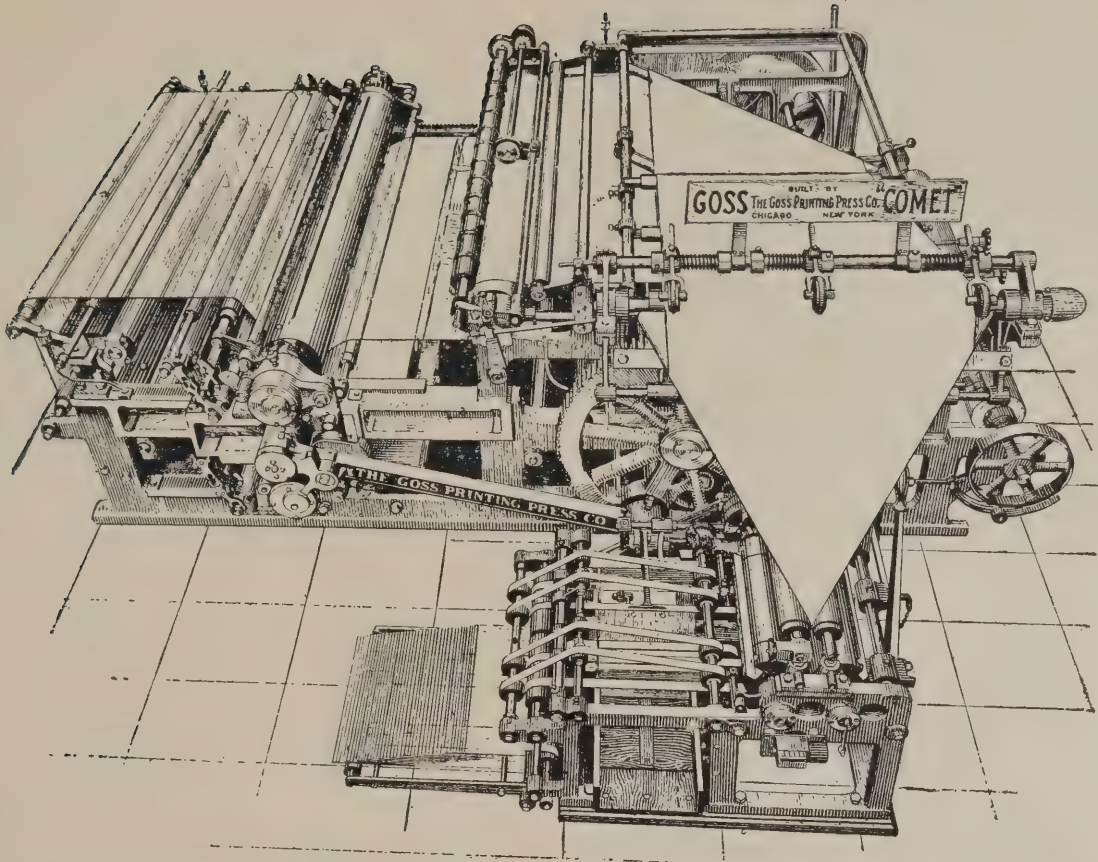
Most Readers Reached
at Lowest Cost to You

June 18 Press Run 1,400.
Net paid circulation more than 1,200.

THE WAUPUN LEADER

Where Advertising Pays

IMPRESSES REAL WORTH OF A MEDIUM
Wisconsin Weekly Features Idea of "Most Readers
at Lowest Cost" Successfully, Rather Than Mere
Proposition of Volume of Circulation



The Goss "Comet" Flat Bed Web-Perfecting Press folds as it prints 3,500 four, six or eight pages per hour of a 6, 7 or 8 column newspaper from type forms or flat stereotypes and roll paper. The column length can be 20 to 21 inches. The cut of sheet is 22 inches. A 12 x 12 foot floor space accommodates the press. A 5 H. P. motor will drive it. The Goss "Comet" has but half as many composition rollers as other flat bed presses and these rollers are interchangeable. It is also equipped with former, rotary folder (metropolitan press type), thumb screw ink fountains, narrow margin chases and all the other latest, patented Goss devices that have been found necessary to perfect a newspaper at lowest cost.

"How Often Does the Web Break?"

PUBLISHERS accustomed to sheet fed presses frequently evince some anxiety concerning the breakage of webs on a web press.

As for the Goss Comet we are pleased to say that we have received many unsolicited letters from its users, some stating that they had not broken a web for six months, others for a year, and still others for longer periods.

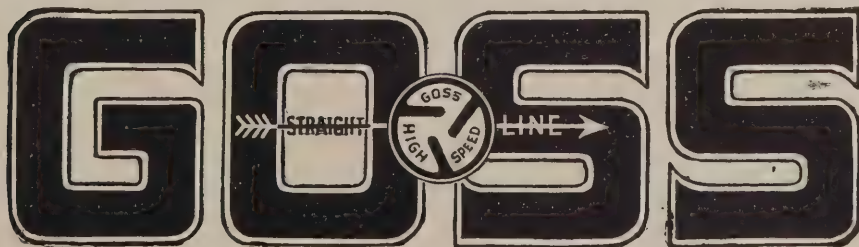
The consensus of experience, among users of the Comet, is that the perfection of its construction and

the ease of its operation render web breakage a negligible consideration.

Built by the same mechanics and in the same shops that turn out the big presses for the world's leading metropolitan newspapers, the Goss "Comet" is likewise of the same quality, backed by the same reputation and the same "sleepless service" that is relied upon by the largest publishers.

Foundation plans gladly furnished on application. Write for Catalog.

THE GOSS PRINTING PRESS CO. / CHICAGO
The Goss Printing Press Company of England, Ltd., London
Messrs. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent



"COMET"

LITTLE BROTHER TO THE BIG PRESSES THAT PRINT THE METROPOLITAN PAPERS

"NPJ" ROUND TABLE

(CONTINUED)

vail. High grade entertainment and other features are interspersed with the ads. The rates:

DAYLIGHT BROADCASTING: 10 a. m. to 6 p. m. Open rate for half-hour periods except Sunday is \$500 per week, or \$300 per week on a six months' contract.

HOME HOUR TALKS of fifteen minutes from 4 p. m. to 5 p. m. Tuesday or Thursday, \$100 per period, or \$50 per period on a six-months' contract.

EVENING BROADCASTING: 6 p. m. and 8 p. m., open rate, \$250 per hour, six months' contract, \$200 per hour; between the hours of 8 p. m. and 11 p. m., open rate, \$400 per hour; six months' contract, \$300 per hour; between the hours of 11 p. m. and 1 a. m., \$200 per hour; six months' contract, \$150 per hour.

Local Advertising

HIGHER RATES FOR THEATRICAL ADS—Frank M. Carroll, president A. N. A. E., (Association address)—"We told the theaters this: 'When you put an advertisement in any newspaper, you are getting something the commercial advertiser is not getting because we are not publishing any news to stimulate interest in the department store. We are not publishing any news to stimulate interest in the grocery store but we are publishing news to stimulate interest in theatrical happenings, motion pictures and things of that character. You can take a quarter of a page of advertising and get as much results as the department store across the street that uses a page. Therefore, on the basis of service, that advertising is worth more to you, and we fix a price that we believe it is worth.' That is the reason the theater is paying a higher rate than the commercial rate."

BUSINESS BULLETIN—Lee A. Richmond, Oxford (Neb.) *Standard*, has begun a series of 4-page leaflets to merchants, containing seasonable suggestions for the advertiser, offering copy service and presenting trade-at-home arguments the local merchant can use, as against mail order house activities. "Remember," says one issue, "that mail order houses have no better bargains than you have, yet they make sales by their persistent advertising."

GAS APPLIANCE EDITION—A 6-page edition by the Marysville (Calif.) *Democrat* recently was filled with advertising by every local dealer handling any gas appliances, and appropriate reading matter. No "price advertising" was used; only educational copy.

TURKEY DAY—O. H. Woody, Okanaogan (Wash.) *Independent*, uses such a plan once a year, near Thanksgiving time. Stores advertise special features in advance in the paper; release turkeys from their roofs, give away turkeys inside to customers who make certain amounts of purchases, or pay up accounts, etc.

Retail Profits

depend upon quick and frequent turnovers.

Wise retailers carry merchandise that sells easily.

In stocking advertised merchandise, it is good business for the retailer to be sure beforehand that such merchandise is advertised by its manufacturers in the daily newspapers.

Merchandise so advertised sells more easily than any other kind.

The Christian Science Monitor

An International Daily Newspaper

Average Daily Net Paid Circulation for May 106,788

EDUCATIONAL, FOR ALL CONCERNED
The Monitor Uses Its Own Columns Continuously
to Encourage Interest of Reader, Retailer, and
Distributor and Manufacturer

Alma Enterprise

ALMA—WABAUNSEE COUNTY—KANSAS
PUBLISHED WEEKLY
Rate Card No. 5—In Effect March 1, 1925

- | | |
|--|--|
| 1. General Advertising | |
| (a) FLAT RATE, FOR PLATES, PER INCH \$30.
(If composition is required, net additional, per inch \$.05.) | (c) No space discounts.
(d) No special positions.
(e)
(f) No advertising contract accepted for less than \$1.00 gross or for a period longer than one year. |
| (b) No time discount. | |

- 2. Classifications** (No classifications. Flat rate.)

- 3. Reading Notices**
(a) Per line \$.07.

- | | |
|--|---|
| 4. Commission and Cash Discount | |
| (a) Recognized agent's commission, 15% | (c) Cash discount date 15th of month following insertion. |
| (b) Cash discount, 2%. | |

"KANSAS" CARD, (Front) APPROVED BY A. A. A. A.
Secretary O. W. Little Reports That Approximately 200 in His State Are Using This Standard Form

- | | |
|--|---|
| ◆ ◆ ◆ | |
| 5. Mechanical requirements | |
| (a) Width column, 13 ems. | (e) Type size of page, 120 in. |
| (b) Depth of column, 20 in. | (f) Closing date, Wednesday, preceding date of issue. |
| (c) 6 columns to a page. | (g) Cannot use mats. Require mounted or W. N. U. plates. |
| (d) Center spread not sold. | |
| 6. Circulation | |
| (b) Local politics, Ind. | Kans. Buchanan Co., Mo. |
| (c) Circulates through Doniphan and Brown counties, | (d) Published Friday |
| | (e) Net paid circulation, 495 |
| 7. Miscellaneous | |
| (b) Established 1889. | Stock Raising, Fruit and Poultry. |
| (c) Subscription, \$1.50 year. | Severance has 21 stores, 3 churches, good schools, one bank, (private owned). |
| (e) Commercial statistics—Population — Severance, 450; trade territory, 2,500; Doniphan county, 13,500; Industries, Farming, | (f) J. A. Pollitt, Owner and Publisher. |

BACK OF ANOTHER STANDARD KANSAS CARD
On All of the Cards of This Style, the Same Layout and Arrangement Is Used, With Data as Per the Facts

CHARGE FOR SERVICE—O. H. Stevenson, Roanoke (Ala.) *Leader*, in *Alapressa*: "Let's all charge at least half-rate for cards of thanks, resolutions and obituaries. These are of personal interest and benefit and not of news value. The newspaper has discharged its duty when it prints an adequate obituary."

GETTING LOCAL-AD VOLUME—W. W. Baker, Ithaca (N. Y.) *Journal* (address): "First we sat down and classified all the businesses in town: department stores, hardware stores, shoe stores, drug stores, jewelers, garages, auto accessory shops, men's shops, women's shops, etc. Then we established a daily rate, an every-other-day rate, a twice-a-week rate, and a once-a-week rate. Then we set off the number of inches each store was to use to earn a given rate and the frequency with which it elected to advertise. We did this by consulting our files and learning the average space used. Then we struck an average for each store on a daily, every-other-day, twice a week and one-a-week basis, based on each store's previous use of space. We had reduced the minimum rate considerably, depending upon frequency of insertion and we were glad to do it if we could get the volume. And increased production in any business, as you know, reduces the unit cost of any manufactured product."

DOUBLES UP—The Paducah (Ky.) *Sun*, whose spring bungalow-realty campaign was described in "NPJ" recently, bringing inquiries from all parts of the continent, duplicated the stunt early this summer and sold two bungalows, instead of one, as on previous occasions, according to Edward J. Paxton, publisher.

Classified Advertising

PERSONAL SERVICE ADS—The Milwaukee (Wis.) *Journal* carries a large volume of this classified. Harry Gwaltney, classified manager, told the A. N. A. E. that it was the result of acting on the idea that thousands of persons constantly have small jobs—electrical, carpenter, repairs, scrubbing, manicuring,



A Successful AMERICAN BOND & MORTGAGE COMPANY *Booklet* *and its history*

TO DO justice to the fine illustrations which appear in their semi-annual booklet, "Investment Opportunities", the American Bond & Mortgage Co. uses Foldwell Coated Book. The beautiful printing surface and the exceptional strength of Foldwell give a decided character to this important piece. The stitches hold, the pages remain fast and the books get to the prospects in good condition. The use of Foldwell more than pays for itself in the attention the books receive from their fine appearance after traveling through the mail. Read the history of the booklet pictured above.

Purpose: For distribution to customers and prospects and also to prospects and customers of banks and other representatives.

Distribution: Chiefly through the mails twice a year to customer and prospect list. Also as requested by agents and by individual salesmen for use in personal solicitation and over the counter work.

Quantity: 100,000.

Size: 8 x 9¾—16 pages.

Plates: Halftones and zincs.

Designing, engraving and printing: W. M. King Service Co., Chicago.

Copy: By C. C. Greene, Adv. Mgr., American Bond & Mortgage Co.

Paper: 32 x 44—104 White Foldwell Coated Book.

Ludlow Bookman Light



HONOR

48 Point Bookman Light

Print final

42 Point Bookman Light

PERFECT Slugs made

36 Point Bookman Light

ECONOMIZE By the modern

30 Point Bookman Light

NOBLE Enforces

24 Point Bookman Light

DEPEND On system that keeps

14 Pt. Bookman Light

METHOD Of all slugs

18 Point Bookman Light

POSITIONS Advertise for better returns

12 Pt. Bookman Light

FOR advertising and job composition. The Ludlow system of matrix composition provides new, clear-cut printing faces on slugs for every job. Its speed, versatility, 6 to 60 point range in a wide variety of quality typefaces, including bold and extended, ranks it first for display and job work. Because you set matrices, not type, you secure your slug lines immediately, never running short of sorts for any job.

Ludlow Typograph Co.
2032 Clybourn Ave., Chicago

San Francisco, 5 Third St.
Atlanta, 41 Marietta St.

New York, 63 Park Row
Boston, 261 Franklin St.

LUDLOW QUALITY COMPOSITION

"NPJ" ROUND TABLE

(CONTINUED)

etc. The plan has increased interest in the whole classified department. The *Journal* got 40,000 telephone directory covers at \$18,000 and distributed them to homes only. The money was raised by selling contracts to professional advertisers who were offering a service, and the first sales were 107 contracts, a total of 102,000 lines, on the strength of the reader interest developed by the directory covers. Solicitors going out with the covers reminded householders of the *Journal* classified department, and received 2½ cents each for delivery; and, 25% commission on contracts for the new department. *They brought in many subscriptions.* This was not foreseen. The men were paid 25 cents per subscription.

RESULTS ARE DISPLAYED—The Omak (Wash.) *Chronicle*, weekly, is running a series of front-page displays each telling of an actual result achieved through the use of its classified department. One display recently told of a 14-year-old, three-line ad which found a silver belt pin. A woman rummaging through a trunk found the old copy of the *Chronicle* and the same day, the pin, which she had found and put away pending further information as to its ownership.

National (Foreign) Advertising

UNIFORM, FOR A STATE—H. L. Williamson, Illinois Press

Association, has sent out blanks to every newspaper in the state, asking for information upon which to prepare a state-wide list of circulation, rates, etc., to help get more foreign advertising. The form asks for city, name of paper, editor, owner, business manager, advertising manager, circulation, days and frequency of publication, foreign ad rate, legal rate, classified rate, subscription prices, number and kind of typesetting machines, casting equipment, list of other equipment, kind of newspaper press, etc.

J. K. GROOM, Northern Illinois Group, Aurora—"I think it is much better business for us to educate our local merchants to insist upon getting some of the national advertising appropriations in their own papers than it is for us to try to get the merchants to spend their money with us in the interests of a magazine." (*A. N. A. E. Address.*)

OHIO SELECT LIST—Robert E. Ward, Chicago and New

York, has issued the 1925 Spring edition, including 49 of the smaller-city dailies in every part of the state. Besides classified local industrial and business information, the volume shows newspapers using mats, those able to cast full pages, those limited to about 10x15 casts. Each paper tells a complete story about its services and rates. Offers of the Select List are: President, F. S. Wallace, Coshocton *Tribune and Times-Age*; vice-president, W. O. Littick, Zanesville *Times-Recorder and Signal*; secretary-treasurer, C. H. Spencer, Neward *Advocate*; directors: T. E. Amos, Cambridge *Jeffersonian*; F. W. Bush, Athens *Messenger*; F. R. Beer, Ashland *Times-Gazette*; L. H. Heminger, Findlay *Republican*.

SELLING JOB WORK

CREATIVE ENTERPRISE—The Waupun (Wis.) *Leader*, in a constant and persistent campaign in its local field with leaflets and enclosures describing its various services, frequently makes a special drive for private and business stationery work. A recent folder: "You'll be proud to sign letters on Public Service Bond." It describes the offer attractively.

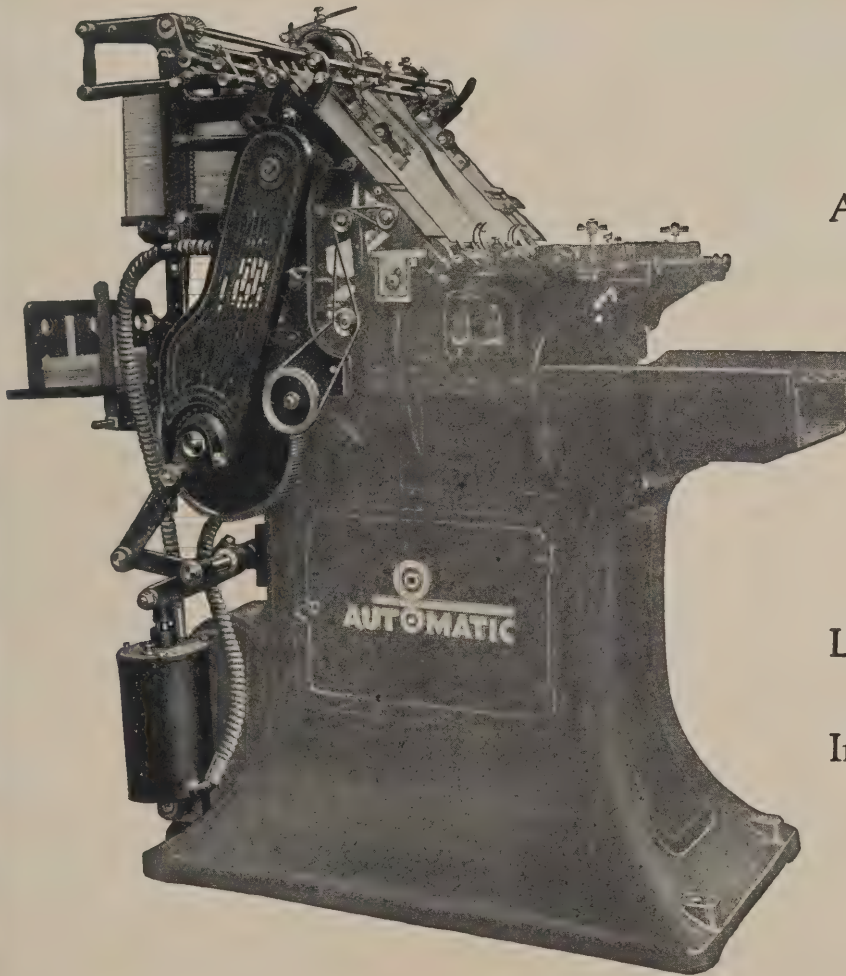
"THE PROOF SHEET"—Twelve pages and covers, once a month, to buyers of printing, by the Kutztown (Pa.) Publishing Co. Subjects in a recent issue: "Eliminating Disappointment in Buying Printing", "Let the Mailman be Your Salesman", "What I Expect From My Printer", "How Customers Can Speed Up Delivery", "Better Printing at Less Cost", "Passing the Buck", "The Mailing List", "Effects of New Postal Rates", "Two Functions of a Letterhead".

ESTIMATING MAKE-READY HELPS—The Typothetae

Bulletin: "In the degree in which the porosity of paper decreases, the amount of patching-up to make the same form level for printing increases. . . Newsprint, blotters and cheap books are probably the most porous of job papers; next in order would be medium grade books and low grade sulphite bonds. . . A second law: In the degree that the form departs from perfect type-high surface and from a small area to a large



The
AUTOMATIC Plano Press
Has Arrived



SPEED

Hand Feed
1500 per hour

Automatic Sheet Feeder
2500 per hour

Automatic
Envelope Feeder
5000 per hour

—
Inside Chase
9 $\frac{3}{8}$ " x 12"

—
Largest Sheet 9 $\frac{1}{2}$ " x 13"

—
Ink and Ribbon Print-
ing at the same time

—
Exceptionally Good
Inking Control

The Ideal Rotary Flat Bed Press for Small Jobs.
The Press you have been waiting for.

We will gladly furnish full information.

Columbia Overseas Corporation
100 Gold Street, New York, N. Y.

ALSO A VARIED LINE OF PRINTING, BOOKBINDING AND PAPER BOX MACHINERY



When You Are After That Big Fish

your mind still wanders to the problems of your business — production, sales, *profits*. Your profit doesn't begin until all costs have been paid including the cost of *wasted time*. This latter cost is the problem of all manufacturing.

Solve yours by installing time-saving appliances. The



[Composing Room Saw and Mitering Machine]

will make your next summer's vacation more enjoyable by looking back upon *time saved* and *more profits*.

Just drop us a line and we will send you full information by return mail.

[Announcing three new, useful tools: C. & G. Stereotype saw (for the smaller publisher), C. & G. Hand Mitering machine and C. & G. Lead and Rule Cutter. All ready for delivery in thirty days.]

Cheshire & Greenfield Manufacturing Co.

538 S. Dearborn Street Chicago, Ill.

"NPJ" ROUND TABLE

(CONTINUED)

area in a plate, the amount of make-ready or patching-up increases. . the estimator must also become familiar with the condition of the composition turned out, the condition of the plates to be used . . The estimator must determine on each order: Grade of work wanted, and produced by his plant, the porousness of the paper to be used and to what degree the form departs from a type-high surface."

SELLING BY MAIL—"Nine Rules for Sales Correspondents" in a recent issue of *Standard Rate and Data Service Digest* apply to all business letters, but may well be considered specifically as to mail selling efforts of printers.

- 1—Keep away from coldness and formalities in the opening sentence. Be conversational.
- 2—Follow the "you" attitude.
- 3—Qualify your statements or assertions so that the reader cannot challenge the truth.
- 4—Give all the facts that the reader ought to know. Leave little to the imagination, if anything.
- 5—Keep to one subject or proposition—never offer a selection, if it can be avoided.
- 6—Be positive in your expressions.
- 7—Keep a steady flow of interesting thought—do not allow breaks. Short paragraphs are preferable.
- 8—Mention freely direct benefits which will come to the reader.
- 9—Assume, modestly, that your prospect is going to do as you suggest.

PRODUCTION ANGLES

MUST CARRY DATES—Investigation in Washington (State)

Press Association circles confirms what "NPJ" has pointed out time and again: Many newspapers do not carry running title lines and dates. Some who carry them do not show the complete name of the paper, town and state. With many newspapers it is almost impossible to ascertain the state in which they are published, when the checking copies or sheets get to agencies. This means correspondence, bills held up, and other troubles.

MIXING COLORS—Says *Canadaink*: "The novice usually makes his color weaker than sample and has to carry more ink than is necessary. This is the common cause of a greasy or mottled appearance. Try cutting down the quantity of ink carried. It may happen that the ink is too light in texture. If so, add a little heavy varnish, in moderation, to increase the body and tack."

REBUILDINGS; NEW HOMES; ADDITIONS

Daylight (Ark.) Pike County Tribune—In new home.
Home Gardens (Cal.) Press—Leased new home.
Long Beach (Cal.) Morning Sun—In new home.
Lynwood (Cal.) Herald—In new home.
Montreal (Can.) Gazette—Erecting home.
Walsenburg (Colo.) Independent—In new home.
Fort Lauderdale (Fla.) Daily News—In new home.
Sullivan (Ind.) Union—In new home.
Madelia (Minn.) Times-Messenger—Moves August 1.
Minnesota Lake (Minn.) Tribune—In new home.
Northome (Minn.) Record—Building home.
Onamia (Minn.) Herald—In new home.
Carrollton (Miss.) Conservative—Bought new home.
Salisbury (Mo.) Press Spectator—To move into new home.
Ekalaka (Mont.) Eagle—To build.
Akron (N. Y.) Journal—To build.
New York (N. Y.) Post—To build \$3,500,000 home.
North Buffalo (N. Y.) News—In new home.
Cincinnati (O.) Inquirer—To build \$3,000,000 home.
Cleveland (O.) News—Building \$2,000,000 home.
Holgate (O.) Review—In new home.
McArthur (O.) Democrat Enquirer Publishing Co.—Building home.
Springfield (O.) Crowell Publishing Co.—Plan \$14,000 addition to building.
Dell Rapids (S. D.) Reporter—Building home.
Bellingham (Wash.) Herald—To build.
Mount Vernon (Wash.) Daily Herald—In new home.
Madison (Wis.) Capital—To build \$100,000 newspaper plant.

ADOLPH S. OCHS, publisher New York *Times*, to S. N. P. A.—

"I doubt if there is in any other business so much waste, extravagance and useless expenditure as in the newspaper business; wherein habits, customs and traditions are a fetish and mere imitation indulged in. Methods and system are taboo—characterized as waste and red tape."

SCRAP STOCK CUTTINGS—Fred G. Cowles, McAlester (Okla.) *News-Capital*, a daily with a live job department, contributes an idea he is using successfully to take care of "scrap" stock cuttings. They are wrapped and shelved near the small presses. The best way of identification appears to be: Place a number (calendar figure, big and black, are useful) on each package. Then have some ruled sheets, heading these "Scrap Bonds" and "Scrap Ledgers", and otherwise. Put down

HAMILTON

Padding and Gluing-On Attachments

Padding Attachment No. 15050

Hamilton Steel Tables are quickly and easily converted into modern Padding Tables with this device. Illustration at right shows all parts in place for padding while the one at bottom shows the position of the same parts when not in use. Padding Board and Drip Pan are the only units not actually secured to the table at all times.

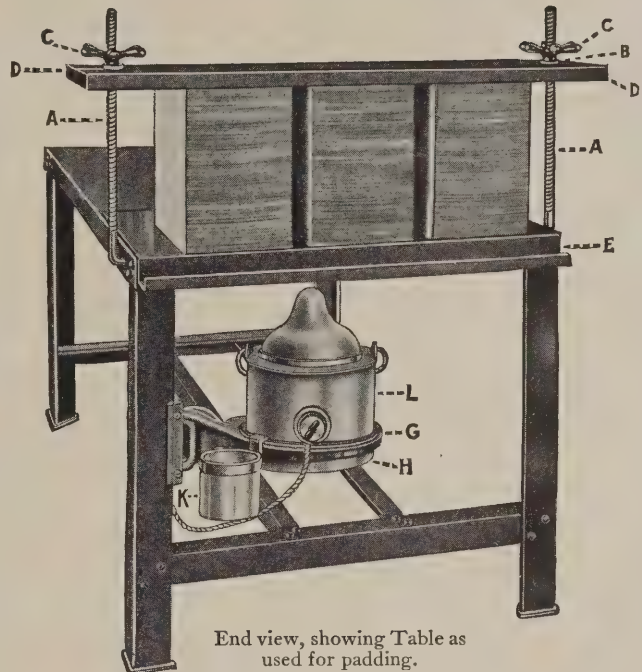
Details

Uprights (A) are 18 inches long and made of $\frac{5}{8}$ " cold-rolled steel threaded to top. The Padding Board (D) is of selected $1\frac{1}{4}$ " stock 10" wide and 44" long, with a $3\frac{1}{4}$ " center slot in each end to receive the upright as shown in illustration. Pressure is obtained by use of 6" Star Wheels (C) on uprights. (B) is metal washer between star wheel and board.

The uprights extend through the flange of the table top and are held securely by a locked nut. They operate freely in the holes and, when not in use and board removed, hang loosely at sides of table.

Drip Pan (E) catches the drippings from the brush or from the pads when pressure is applied.

Tables Nos. 15038, 15040 and 15042 are regularly supplied with holes drilled in flanges, 5 inches from each end, to accommodate Padding Attachment.

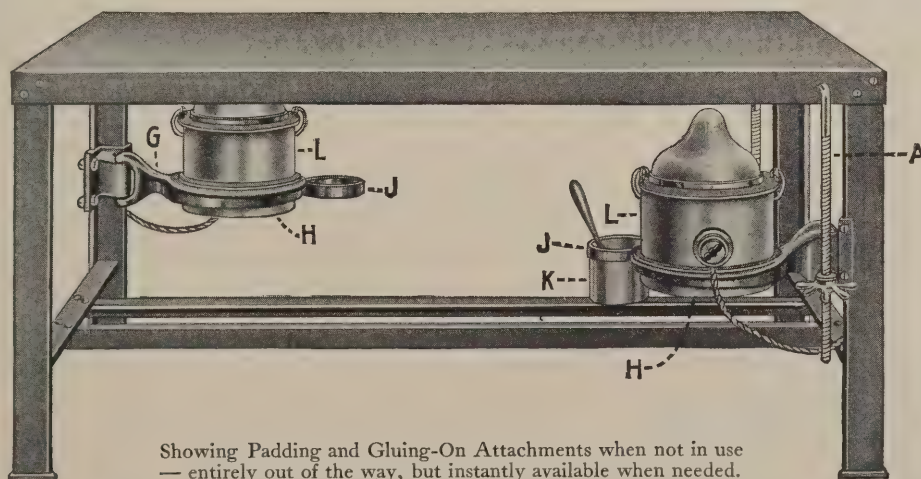


End view, showing Table as used for padding.

Gluing-On Attachment No. 15052

Gluing-On Attachment consists of two parts: Swinging Bracket (G) which is attached to a stationary part which in turn is fastened to angle table leg; Aluminum Pan (H), $8\frac{3}{8}$ " diameter, which fits snugly into the Swinging Bracket and in which the Glue Pot is placed; Aluminum Cup (K), $4\frac{1}{2}$ " diameter, for holding the Glue Brush when not in use. We do not supply the Glue Pot.

The swinging part is on a hinged joint which permits swinging the Glue Pot clear of the table top either at end or side. A slight touch only is required to swing the Bracket, Brush, Glue Pot and contents under the table entirely out of the way of the workmen. Brackets are made of grey cast-iron and may be quickly attached to the flange of the table leg with the aid of no tool other than a wrench.



Showing Padding and Gluing-On Attachments when not in use — entirely out of the way, but instantly available when needed.

The Glue Pot (L) rests in Aluminum Pan (H) which sets loosely into the bracket proper. Attached to the bracket is a smaller Bracket (J) of proper size to hold a $4\frac{1}{2}$ " cup (K).

By the old method the Glue Pot and Brush might be anywhere in the room. Where our device is installed all parts are always in one place — most convenient for use when needed, and entirely out of the way when not in use.

THE HAMILTON MANUFACTURING COMPANY

Eastern House: RAHWAY, N. J.

TWO RIVERS, WISCONSIN

HAMILTON GOODS ARE FOR SALE BY PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE

MARQUETTE ENAMEL



The Mill Price List

Velvo-Enamel
Marquette Enamel
Sterling Enamel
Westmont Enamel
Westvaco Folding Enamel
Pinnacle Extra Strong
Embossing Enamel
Westvaco Ideal Litho
Westvaco Satin White
Translucent
Westvaco Coated Post Card
Clear Spring Super
Clear Spring English Finish
Clear Spring Text
Westvaco Super
Westvaco M.F.
Westvaco Eggshell
Minerco Bond
Origa Writing
Westvaco Mimeograph
Westvaco Index Bristol
Westvaco Post Card



EXACTNESS of reproduction is the standard by which the artist's work is judged. Likewise, a true reproduction of the artist's original is the standard by which coated paper is judged. *Marquette Enamel* enjoys an enviable reputation for bringing out the best in the finest-screen halftones.

E D A W I L S O N

Design by E. A. WILSON

See reverse side for list of WESTVACO DISTRIBUTORS

The Mill Price List

Distributors of

Westvaco Mill Brand Papers

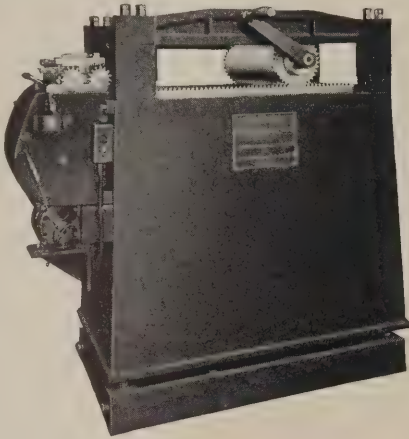
THE CHATFIELD & WOODS CO.	20 W. Glenn Street, <i>Atlanta, Ga.</i>
THE ARNOLD-ROBERTS CO.	<i>Augusta, Me.</i>
BRADLEY-REESE CO.	308 W. Pratt Street, <i>Baltimore, Md.</i>
GRAHAM PAPER CO.	1726 Avenue B, <i>Birmingham, Ala.</i>
THE ARNOLD-ROBERTS CO.	180 Congress Street, <i>Boston, Mass.</i>
THE UNION PAPER & TWINE CO.,	559-561 E. Swan Street, <i>Buffalo, N. Y.</i>
BRADNER SMITH & CO.	333 S. Desplaines Street, <i>Chicago, Ill.</i>
WEST VIRGINIA PULP & PAPER CO.	732 Sherman Street, <i>Chicago, Ill.</i>
THE CHATFIELD & WOODS CO.	3rd, Plum & Pearl Sts., <i>Cincinnati, O.</i>
THE UNION PAPER & TWINE CO.,	116-128 St. Clair Ave., N.W., <i>Cleveland, O.</i>
GRAHAM PAPER CO.	421 Lacy Street, <i>Dallas, Texas</i>
CARPENTER PAPER CO. OF IOWA,	106-112 Seventh St. Viaduct, <i>Des Moines, Ia.</i>
THE UNION PAPER & TWINE CO.	551 E. Fort Street, <i>Detroit, Mich.</i>
GRAHAM PAPER CO.	201 Anthony Street, <i>El Paso, Texas</i>
GRAHAM PAPER CO.	<i>Houston, Texas</i>
GRAHAM PAPER CO.	6th & Broadway, <i>Kansas City, Mo.</i>
THE E. A. BOUER CO.	175-185 Hanover Street, <i>Milwaukee, Wis.</i>
GRAHAM PAPER CO.,	607 Washington Avenue, South, <i>Minneapolis, Minn.</i>
GRAHAM PAPER CO.	222 Second Avenue, N., <i>Nashville, Tenn.</i>
THE ARNOLD-ROBERTS CO.	511 Chapel Street, <i>New Haven, Conn.</i>
GRAHAM PAPER CO.,	S. Peters, Gravier & Fulton Streets, <i>New Orleans, La.</i>
BEEKMAN PAPER AND CARD CO., INC.,	318 West 39th St., <i>New York, N. Y.</i>
WEST VIRGINIA PULP & PAPER CO.,	200 Fifth Avenue, <i>New York, N. Y.</i>
CARPENTER PAPER CO.	9th & Harney Streets., <i>Omaha, Neb.</i>
LINDSAY BROS., INC.	419 S. Front Street, <i>Philadelphia, Pa.</i>
THE CHATFIELD & WOODS CO.,	2nd & Liberty Avenues, <i>Pittsburgh, Pa.</i>
THE ARNOLD-ROBERTS CO.	86 Weybosset Street, <i>Providence, R. I.</i>
RICHMOND PAPER CO., INC.	201 Governor Street, <i>Richmond, Va.</i>
THE UNION PAPER & TWINE CO.	<i>Rochester, N. Y.</i>
GRAHAM PAPER CO.	1014 Spruce Street, <i>St. Louis, Mo.</i>
GRAHAM PAPER CO.	16 East 4th Street, <i>St. Paul, Minn.</i>
R. P. ANDREWS PAPER CO.	704 1st Street, S. E., <i>Washington, D. C.</i>
R. P. ANDREWS PAPER CO.	<i>York, Pa.</i>

Manufactured by
West Virginia Pulp & Paper Company

"NPJ" ROUND TABLE

(CONTINUED)

THE machine here illustrated was built to test foundry type. The method of inspection usually has been to measure with micrometers and examine the face of the type with a magnifying glass. The process often has been slow and expensive. Now the font of type is put on the machine and the exact condition of the printing surfaces of all characters is shown instantly. The inspector has only to pick out the characters shown defective in the proof. The press uses no tympan. The bearing rails are $2\frac{1}{2}$ -thousandths over type high. The test impressions are taken on one sheet of paper only. The exact micrometer thickness of the test paper is known. There is no packing or tympan between the sheet printed on and the cylinder. Micrometer test on bed and cylinder show that the limits of toleration had been held to 1 ten-thousandths of an inch.



PRINTS WITHOUT A TYMPAN

Remarkable Feats are Performed by New Machine Built by Vandercook

With the new press the first test of a font of type is made on paper 3 one-thousandths of an inch thick. This test shows some defects in type faces that could be ignored in ordinary printing, but if the font passes this test in all its characters it is accepted as absolutely all right. Then a test is made on paper 4 one-thousandths of an inch thick. This extra thickness of paper covers up many of the defects that were evident on the thinner paper. Then a test is made on paper 5 one-thousandths of an inch thick, and if all defects do not disappear the characters are recast and the mats and caster inspected.

That exactly the same film of ink be used in all cases is obvious. To accomplish this the ink is worked up by a motor revolving a drum, a method which is used on Universal presses. The inking roller carriage which is moved by hand over the type, carries two composition rollers, one vibrator and two parallel steel riders of small diameter.

It is evident that the machine is equally well adapted for testing engravings, electrotypes and all other printing surfaces as well as type. The machine can be set to show any limits of toleration that the engraver or plate maker wishes to give to his work. The machine was originated and is built by Vandercook & Sons, 1716-22 West Austin Ave., Chicago.

NOVEL CASTING BOX SHOWING—Arthur Bonnett, president of the Bonnett-Brown Corporation, Chicago, addressing the Canadian Weekly Newspapers' Association at Winnipeg, came armed with a miniature casting equipment and gave a number of demonstrations showing the ease of making good casts economically. He gave many pointers on the use of illustrations for increasing advertising lineage and job work, especially in the smaller plants.

NEW A. T. F. CO. BRANCH—The American Type Founders Co. has acquired the assets of O. Joel Williams Printers' Supply House, 313 Court Ave., Des Moines, Ia., and will operate a branch at the address with Mr. Williams as manager.

THE MEN WHO KNOW—Under this title, the Dexter Folder Co., has issued a circular showing the cuts of press room executives who have recently added to the many statements of approval for Cross and Dexter equipment. "The Dollars in the Minute Hand" is the title of another snappy Dexter folder in colors. "A plant employing 30 men at an average of \$35 a week, is paying about \$22 an hour in wages alone—36 cents a minute," says one paragraph. "If each man loses an hour a day, the loss would be about \$6,864 a year."

TEN YEARS—A neat folder of the American Type Founders Co., covering the Kelly Automatic, shows more than 4,000 in use, points out the values of "ten years of automatic printing

After Year's Use Monarch Monometer Is Working Fine

Says the

OAKLAND TRIBUNE
OAKLAND, CALIFORNIA

February 25th 1925.

Monarch Engineering & Manufacturing Co.,
1206 American Bldg.,
Baltimore, Md.

Gentlemen:

After a year's use of the Monarch-Monometer Remelting Furnace we are writing to let you know that it is working fine.

It is an economical machine, using less gas than any other machine we know of, and there is also quite a saving in metal as the machine reduces the amount of dross to a minimum.

With best regards, I remain

Yours very truly,

B. A. FORSTERER,
General Manager.

◆◆◆

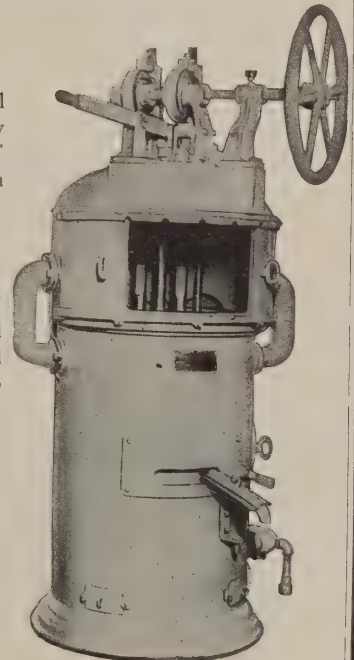
THE saving in fuel and dross will pay cost of "Monometer." It is built to last a lifetime.

◆◆◆

THE "Monometer" is built in standard sizes of 500, 1,000 and 2,000 pounds and up to 5 ton capacity.

◆◆◆

WATER cooled molds mounted on carriages are supplied to meet the requirements of your plant.



*Every Newspaper Plant
Can Profitably Install*

The MONARCH MONOMETER RE-MELTING FURNACE

Write for Descriptive Catalog "N" and references

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

St. Paul Daily News
Recommends
THE ROCKAWAY
Space Band Cleaner

Read this letter:—

St. Paul, Minn., July 11th, 1925.
The Rockaway Company,
3508 Grand Ave., Milwaukee, Wis.

Gentlemen:

"After six months' use of your Automatic Spaceband Cleaner, we find that it does the work very satisfactorily. We formerly used the buffer system in cleaning our spacebands, but regardless of how cautious the operator was, the tendency was to wear the bands on the stain side. With your cleaner, we find that it trues up the sleeve of the bands, so that a perfect lock-up with the matrices is obtained. We also find it somewhat faster than the hand method of cleaning."

Very truly yours,

THE ST. PAUL DAILY NEWS,
W. H. Neal, Manager.

You Should Clean Your
Linotype and Intertype Space Bands
with the
ROCKAWAY
Automatic Space Band Cleaner



The "Rockaway" Spaceband Cleaner is mechanically correct and automatically cleans your space bands, applying graphite in just the right quantity.

Send for list of users or better still
Send for our ten days' trial proposition.

THE ROCKAWAY COMPANY
3508 Grand Ave. - - Milwaukee, Wis.

press experience back of the Kelly Press", reviews the specifications, and includes a number of enthusiastic letters of users.

EVERYBODY'S DOING IT—Comes now a postal announcing "A Dollar Sale" of features and articles for trade papers, by John T. Bartlett, prominent syndicate trade paper writer of Denver, Colo.

"AGRIC" AD SERVICE—Frank B. White, Chicago, for 25 years conducting the Agricultural Advertisers' Service, announces the formation of the Frank B. White Co. Officers: President, Frank B. White; vice-president, Robert P. Shepherd, Ph.D.; treasurer, N. G. Reuter; secretary, Philip McA. White.

FILING CONCERNS JOINED—The Kardex Rand Co., Tonawanda, N. Y. reports consolidation of the Index Visible Co., New Haven, Conn., with it, and also the purchase of the Add Index Co.'s filing machine business and patents. The capitalization now is \$10,500,000.

PHILIP T. DODGE has resigned as chairman of the board and also as a director of the International Paper Co., according to President A. R. Graustein. Mr. Dodge is president of the Mergenthaler Linotype Co. Many forward steps were effected in the International during Mr. Dodge's regime.

RIGID BED PROOF PRESSES—Says R. O. Vandercook in a recent circular letter on the rigid bed principle of construction of presses: "Those well versed in the evolution of the printing press know that for centuries the flat bed hand press produced all the printing of the world. Then came the cylinder press with the bed moved under the cylinder. It is now universally admitted that no printing motion is as efficient for all kinds of printing as the 'line at a time' as it is produced with a cylinder. Now comes, for composing room purposes, the cylinder press with the cylinder moved over the bed. The bed of this machine is not only stationary but *rigid*, and the cylinder so held down to its line of travel that there is practically no deflection in the printing members no matter how heavy or light the form may be, with the result that without change of tympan or impression adjustment there is no more indentation of the sheet if a single unsupported letter is printed or a form the full capacity of the press. The rigid bed principle also made possible great accuracy in construction and fewer and less complicated parts."

Recent folders of Vandercook & Sons, makers of the Rigid Bed Proof Presses, announce additions of service and distributing agencies, and also show presses with power ink distribution for testing electrotypes, engravings, inks and papers. The Vandercooks, father and sons, have spent 16 years specializing in the rigid bed precision proof press.

"JUST INKS"—The name of a handy volume showing many demonstrations of Ault & Wiborg Co., inks, together with useful charts indicating innumerable combinations and mixtures of colors. Another Ault & Wiborg publication is, "The Value of Standardized Printing Inks." A lot of valuable instruction is given in very simple form.

PRINTERS who are looking into the possibilities of rubber stamp departments (a good many publishers in fruit packing sections have built up good business) will be interested to get literature on pads and inks from the Luther Ink & Stamp Pad Co., Newark, N. J.

MILLER MASTER SPEED JOBBER, "The Printers' Greyhound", is the attractive caption for the high-speed automatic platen press unit, covered in a striking broadside-folder announcement. The Miller Saw-Trimmer Co., Pittsburgh, shows this unit to have a running speed of 3,600 impressions per hour, a scope of operation from 3½x5½ in. to its maximum form and sheet size, 11x17 in.; four-form-roller table ink distribution, equal to high-grade color work, and other features. Demonstrations are being given at a number of centrally located points.

SHOWS VERSATILITY—A circular of the Kluge feeder is received, and the business card of Walter Stoddart, representative, stapled to one corner. The circular then reveals this: "Here is evidence of the wide range of the Kluge feeder—the attached business card and this 14x18½ in. sheet were automatically printed on a 12x18 Kluge-Craftsman unit."

SAFE-FILE—Photographs of filing cabinets which have passed through flames are features of a recent booklet by the Safe-Cabinet Co., Marietta, O., to show the difference between "ordinary" files and "Safe-Filing". Counter files, to be seen in some of the new publishing and printing plants, are described.

The New Cochin Bold and *Cochin Bold Italic* are from original designs by Sol. Hess, and obtainable only through the Monotype.

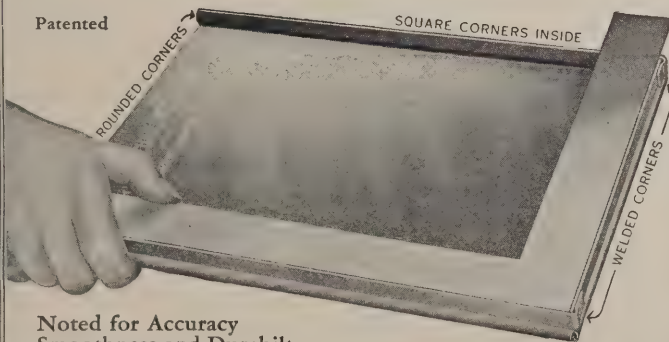
Monotype

Philadelphia

[[Send for particulars about
Monotype Non-Distribution]]

Set in Monotype (Hess) Cochin Bold No. 616, (Hess) Cochin Bold Italic, No. 6161, and Rule No. 517RL

Challenge Pressed Steel Galleys



Noted for Accuracy
Smoothness and Durability

Challenge Galley Storage Systems

Challenge All-Steel Galley Cabinets are unequalled for storing standing matter of every description. Being made in the unit style, each unit complete in itself, they fit in perfectly for expanding by multiples, providing storage capacity to fit the requirements of any commercial or publication plant. Send for complete list of sizes and prices

Challenge Gallies and Galley Cabinets are Sold by All Dealers

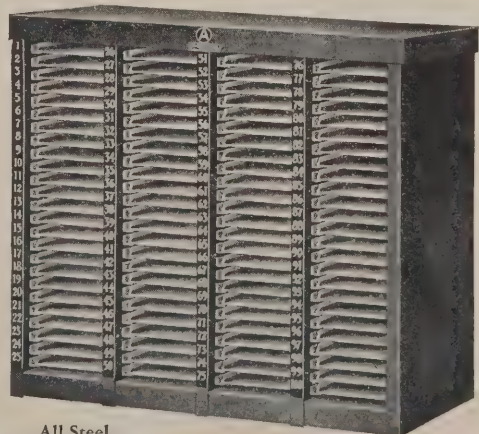
The Challenge Machinery Co.

Chicago

Grand Haven, Mich.

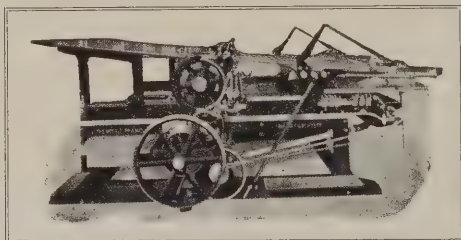
New York

Molded into shape in powerful presses from a single piece of selected cold-rolled steel, corners are electric welded. Made in all job, news and mailing sizes, including 13-cms plus one-point and 26½-cms plus two-points for newspaper work. Special sizes are made to order promptly



Johnsonized

Johnsonized machinery is not sold as second hand or used machinery, but the Johnsonized trade mark means thoroughly remanufactured machinery, sold with an absolute guarantee against defective material and workmanship. The machines are complete with all standard equipment that is included with similar new machines. You are guaranteed satisfactory machines at a real saving. It would pay you to get the complete list of Johnsonized machinery when you are in the market for additional equipment.



IN STOCK:

Miehle Two Revolution Job and Book Machine in the following sizes:

- Pony, two roller, bed 26 x 34,
- No. 4, four roller, bed 29 x 41,
- No. 2, four roller, bed 35 x 50,
- No. 1, four roller, bed 39 x 53,
- No. 2/0, four roller, bed 43 x 56,
- No. 5/0, four roller, bed 46 x 65.

These machines are all fitted with convertible front delivery, fly printed side down or sheet printed side up.

Also

- A 36 x 48 four roller Whitlock Premier two revolution with convertible delivery,
- A 43 x 56 late style Cottrell two revolution with convertible delivery,
- A 46 x 56 four roller Huber Hodgman with convertible delivery.
- All at about half of what a similar new machine would cost.
- A 12 x 18 New Series Chandler & Price Gordon with complete automatic Miller Feeder Unit, in first class operating condition,
- Also one 10 x 15 New Series Chandler & Price Gordon with Miller Feeder Unit.

© © ©

C. I. Johnson Mfg. Co.

Furnishers of

Complete Printing outfits, New or Johnsonized machinery, Hamilton Wood and Steel Furniture, Agents and Service agents for Morrison Perfection Wire Stitchers, Vandercook Proof Presses, Mentges, Liberty and Omaha Folders.

Saint Paul, Minnesota

"NPJ" ROUND TABLE

(CONTINUED)

DATES FOR PRINTER-PUBLISHERS

August

IOWA DAILY PRESS ASSOCIATION, 12-13, Clear Lake.
MONTANA PRESS ASSOCIATION, 27, Livingston.
WISCONSIN PRESS ASSOCIATION, 6-10, Appleton. Summer tour.
INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTS-
MEN, 10-12, Omaha, Neb.
MINNESOTA NORTHWEST DAILY PRESS ASSOCIATION, Little Falls.
ALBERTA PRESS ASSOCIATION, 27-28, Edmonton.
WASHINGTON PRESS ASSOCIATION, 21-22, Spokane.

September

VIRGINIA PRESS ASSOCIATION, 10-12, Clinton Forge.
INTERSTATE CIRCULATION MANAGERS' ASSOCIATION, 15, Wilmington, Del.
INTERNATIONAL ASSOCIATION OF ELECTROTYPERS, 17-19, Congress Hotel, Chicago, Ill.
TRI-STATE EDITORIAL ASSOCIATION, 24-26, Sioux City.

October

INLAND DAILY PRESS ASSOCIATION, 13-14, Chicago.
NATIONAL ASSOCIATION OF STATE PRESS MANAGERS, St. Louis, Mo.
UNITED TYPOTHETAE OF AMERICA, 19-24, Edgewater Beach Hotel, Chicago.
DIRECT MAIL ADVERTISING ASSOCIATION, 28-30, Boston.
OHIO CIRCULATION MANAGERS' ASSOCIATION, 28, Columbus, O.
TEXAS EDITORIAL ASSOCIATION, 3-5, Brownsville.

November

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION, 12-14, White Sulphur Springs.

December

TEXAS EDITORIAL ASSOCIATION, 3-5, Brownsville.
KANSAS DEMOCRATIC EDITORIAL ASSOCIATION, 28, Wichita.

ASSOCIATION PROGRESS

FOUR CUP CONTESTS—President Edgecombe, in his first message to National Editorial Association members, announces four newspaper cup contests for 1925-6: Greatest community service, best editorial page, best front page, and best weekly newspaper. The first three are open to dailies as well as weeklies.

STUDY ADVERTISING—Members of the advertising staff of the New York (N. Y.) *Times* have formed the New York Times Advertising Club to further the understanding of advertising among the individuals. One of the first meetings was held over a week-end at a lake resort.

ANOTHER N. E. A. CONTEST—Commencing July 1, the National Editorial Association membership contest for 1925-6 is under way, continuing to May 1, 1925. It is hoped to add 1,000 new members before the 1926 annual, in Los Angeles, Calif. Detailed announcements later.

A. W. FELL, until recently manager of the New England Daily Newspapers' Association, on September 1 becomes executive secretary of the Pennsylvania Newspaper Publishers' Association. This is a merger of the Associated Dailies of Pennsylvania, the State Editorial Association and the Weekly Newspaper Association, effected last February. Headquarters are at Harrisburg, Pa.

MAKING GOOD NEWS COUNT—Director Henry M. Ellis of the Milwaukee Typothetae is noted for his original way of getting across with truths that are useful in creating a right and proper impression about his organization among its own members. Here's a recent paragraph from one of his bulletins:

FOR SALE AT A BARGAIN: If you will accept 98 as a full count, this box of perfectly good index signals can be bought cheap. They are red in color and were used at Typothetae headquarters to indicate those members who were not discharging their monthly obligations. Blue signals were used when the member was prompt. We are now flying only two red signals, so that if the 98 will be accepted as a full count a bargain price will be quoted.

VIRGINIA TREASURE CHEST—At the 1925 annual of the N. E. A. in Richmond, Va., the Louisiana Treasure Chest was awarded to the winner of the 1924-5 membership contest. The Virginia State Chamber of Commerce will present a chest to the winner of the 1925-6 contest at the Los Angeles convention. It will be patterned after a famous pirate's chest. Four "smaller editions" of the capital prize will also be given, and the governor of Virginia will participate in the presentation.

CUT-COST PRINTING PLANT EQUIPMENTS

Work is done quicker and easier with them—they speed up form production

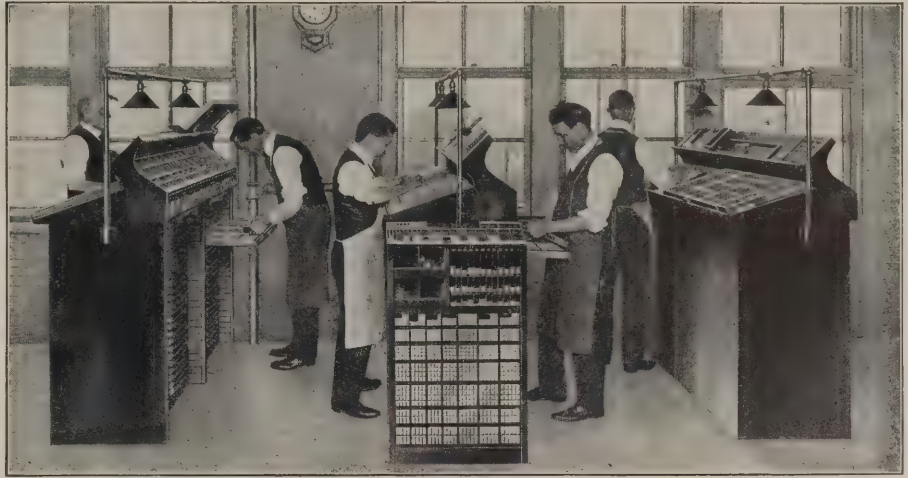
SEND to nearest Selling House for an interesting illustrated pamphlet describing the CUT-Cost System and Equipments. It may give you some profitable ideas. You will enjoy reading it.

These Equipments introduced in 1912 have made obsolete most of the equipments designed before that year.

Compositors do more work with less effort when provided with CUT-COST EQUIPMENTS.

CUT-COST System of Cut Storage is the most effective ever devised—it answers the cut problem of the big shop and is equally effective in the growing small shop.

CUT-COST EQUIPMENTS come as nearly as possible to making the composing room a big form producing machine.



Cut-Cost Alley formed of Cut-Cost Type, Brass Rule and Metal Furniture Cabinets

"Each Alley is a Miniature Composing Room," said an eminent satisfied customer—that means that the materials are as easily reached as the keys on keyboard of a composing machine. This picture photographed from life

AMERICAN TYPE FOUNDERS COMPANY, *Engineering Dept.*

Designers of the CUT-COST EQUIPMENTS; Specializing in Printing Production Economies

SET IN MEMBERS OF THE BODONI FAMILY TEAGUE BORDERS

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

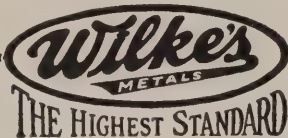
Service From Fourteen Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI, OHIO
CHICAGO, ILLINOIS
BOSTON, MASSACHUSETTS
KANSAS CITY, MO.
DALLAS, TEXAS

MINNEAPOLIS, MINNESOTA
ST. LOUIS, MO.
PHILADELPHIA, PENN.
ROCHESTER, N. Y.
DETROIT, MICHIGAN

KALAMAZOO, MICHIGAN
INDIANAPOLIS, INDIANA
BIRMINGHAM, ALABAMA
NASHVILLE, TENNESSEE



A Clean Sheet Is An Asset

A WELL-PRINTED newspaper is a delight to the eye, an aid to easy reading, and a help to the advertiser in securing returns for the money he spends for space. It is an asset to any publisher.

The first step in securing a clean sheet is the use of high-grade metal in composing machines and the stereotype room—clear and sharp slugs and plates.

"Wilke's" Type Metal Insurance Plan is your protection against the deterioration of your metal supply. Through the operation of this plan we put your entire supply in that condition which assures you the best possible results, AND MAINTAIN IT THERE FOR YOU.

A Line Brings Full Details

METALS REFINING COMPANY

HAMMOND, INDIANA

Warehouses in All Principal Cities

"NPJ" CONVENIENT PRACTICAL

More Actual Experiences
Less Spouting Theory
(Per Square or Column Inch,
13 or 20 Picas—Any Size,
Any Number of Pages,
Colors or Fangdangles)

Than Any Publication
Or, Kind of Publication



That's the Aim of
**NATIONAL
PRINTER-JOURNALIST**
And, We Hit the Bulls-Eye



"NPJ" ROUND TABLE (CONTINUED)

ASSOCIATION ELECTIONS

MICHIGAN PRESS ASSOCIATION—President, J. S. Gray, Adrian Telegram; vice-president, A. L. Miller, Battle Creek Enquirer & News; secretary, David J. Wilkie, Associated Press, Detroit; members of the state advisory board, W. H. Gustin, Bay City Times Tribune; Archie E. McCrea, Muskegon Chronicle; Raymond M. Foley, Pontiac Daily Press.

TEXAS PRESS ASSOCIATION—President, W. A. Smith, San Saba News; vice-president, Robert L. Baldrige, Chilton Record; secretary, Sam P. Harben, Richardson Echo; treasurer, C. F. Lehman.

CANADIAN WEEKLY NEWSPAPERS ASSOCIATION—President, L. J. Ball, Vernon (B. C.) News; first vice-president, J. A. MacLaren, Barrie (Ont.) Examiner; second vice-president, S. N. Wynn, Yorktown (Sask.) Enterprise; manager and treasurer, E. Roy Sayles, Directors: British Columbia—Ben Hughes, Courtenay "Comox Argus"; Hugh Savage, Duncan "Cowichan Leader." Alberta—John Mackenzie, Strathmore Standard; L. D. Nesbitt, Bassano Mail, Saskatchewan—S. J. Dornan, Alameda Dispatch; Jas. Macdonald, Unity Courier; D. C. Dunbar, Estevan Mercury. Ontario—F. A. J. Davis, Carleton Place Canadian; E. D. Evans, Strathroy Age; D. Williams, Collingwood Bulletin; W. E. Mason, Sudbury Star. Manitoba—J. L. Cowie, Carberry News-Express; M. S. Watson, Deloraine Times. Quebec—Y. Dubuc, Chicoutimi Le Progres; J. S. Giles, Lachute Watchman. Maritime—H. B. Anslow, Campbellton (N. B.) Graphic; H. B. Arenburg, Lunenburg (N. S.) Progress Enterprise.

NEW JERSEY PRESS ASSOCIATION—President, T. A. Robertson, Washington Star; vice-president, F. L. Crane, Elizabeth Journal; secretary, John W. Clift, Summit Herald; treasurer, W. B. R. Mason, Bound Brook Chronicle.

SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION—President, Walter C. Johnson, Chattanooga (Tenn.) News; secretary-treasurer, Wiley L. Morgan, Knoxville (Tenn.) Sentinel. Directors: Alabama—Victor H. Hanson, Birmingham News; Arkansas—J. S. Parks, Ft. Smith Times Record Co.; Florida—Frank B. Shutts, Miami Herald; Georgia—John A. Brice, Atlanta Journal; Kentucky—H. Giovannoli, Lexington Leader; Louisiana—A. G. Newmyer, New Orleans Item-Tribune; Mississippi—Frederick Sullens, Jackson News; North Carolina—John A. Park, Raleigh Times; Oklahoma—E. K. Gaylord, Oklahoma City Oklahoman; South Carolina—Robert Lathan, Charleston News and Courier; Tennessee—C. P. J. Mooney, Memphis Commercial Appeal; Texas—M. E. Foster, Houston Chronicle; Virginia—M. K. Duerson, Lynchburg News; West Virginia—W. Guy Tetric, Clarksburg Exponent.

ALABAMA PRESS ASSOCIATION—President, J. C. McLendon, Luverne Journal; vice-president, F. W. Stanley, Greenville Advocate; secretary, R. B. Vail.

MISSISSIPPI PRESS ASSOCIATION—President, Clayton T. Rand, Gulf Coast Guide, Gulfport; first vice-president, James H. Skewes, Meridan Star; second vice-president, T. L. Turner, Belzoni Banner; treasurer, Mrs. C. E. Cunningham, Newton Record.

TEXAS PRESS WEEKLIES, INC.—President, R. H. Nichols, Vernon Record; vice-president, H. L. Spencer, Mart Herald; executive committee, S. D. Chesnutt, Kenedy Advance; Clyde Warwick, Tyler Journal; L. H. Bridges, Luling Signal; Sam P. Harben, Richardson Echo.

CUSTER HIGHWAY PRESS ASSOCIATION—(District organization South Dakota, twelve towns on the Custer Battlefield Highway between Mitchell and Belvidere)—President, F. J. Croft, Chamberlain Democrat; secretary, Sherman Bates, Chamberlain Register; Executive Committee: Editor Clark, Plankinton Mail; Walter G. Fox, Kimball Graphic, and E. J. Beetham, Murdo Coyote.

OKLAHOMA PRESS ASSOCIATION, Group 2—President, Harold Hubbard, Kingfisher Times; secretary, G. C. Lawrence, Woodward Press.

NATIONAL EDITORIAL ASSOCIATION—Standing Committees Appointed: Legislative—Wallace Odell, Tarrytown (N. Y.) Daily News; C. M. Meredith, Quakertown (Pa.) Free Press; J. C. Brimblecom, Newton (Mass.) Graphic. Advertising—E. K. Whiting, Owatonna (Minn.) Journal-Chronicle; W. H. Bridgman, Stanley (Wis.) Republican; C. L. Hobart, Holden (Mo.) Progress.

State Vice-Presidents Appointed:

Alabama—Mrs. C. W. Thomas, Call, Citronelle.
Arizona—J. H. Westover, Morning Sun, Yuma.
Arkansas—C. A. Berry, News, Eldorado.
California—Timothy Brownhill, Journal, Puente.
Colorado—Edwin A. Bemis, Independent, Littleton.
Connecticut—O. S. Freeman, News, Watertown.
Delaware—James F. Allee, State Sentinel, Dover.
Florida—W. M. Glenn, Sentinel, Orlando.
Georgia—G. S. Chapman, Progress, Sandersville.
Idaho—W. Lloyd Adams, Standard, Rexburg.
Illinois—Paul Goddard, Reporter, Washington.
Indiana—John D. Derez, Democrat, Shelbyville.
Iowa—Harry Taylor, Star-Clipper, Traer.
Kansas—O. W. Little, Enterprise, Alma.
Kentucky—Wm. Grote, News, Pikeville.
Louisiana—C. E. Falk, News-Star, Monroe.
Maine—Chas. H. Fogg, Times, Houlton.
Maryland—Robert E. Delaplane, News, Frederick.
Massachusetts—Carl Prescott, Gazette, East Weymouth.
Michigan—Homer Harwood, Watchman, Warren.
Mississippi—L. H. Bowen, Times, Brookhaven.
Minnesota—E. K. Whiting, Journal-Chronicle, Owatonna.
Missouri—J. S. Hubbard, Missouri Publisher, Columbia.
Nebraska—O. O. Buck, Harvard.
Nevada—Harold P. Hale, Independent, Elko.
New Hampshire—Chas. G. Jenness, Courier, Rochester.
New Jersey—Richard C. Anzer, Hudson News, Union City.
New Mexico—J. G. Greaves, News, Portales.
New York—T. J. Blain, Daily Item, Port Chester.
North Carolina—J. A. Sharpe, Robesonian, Lumberton.
North Dakota—M. I. Forkner, Republican, Langdon.
Ohio—C. R. Callahan, Gazette, Bellevue.
Oklahoma—N. A. Nichols, American, El Reno.
Oregon—A. E. Voorhies, Courier, Grants Pass.

(LIST CONTINUED ON PAGE 44)

BOSTON STAPLE BINDER

STYLE A, PEDESTAL



Thousands of users find these high-grade, dependable Boston Staplers convenient, durable and efficient. The quality of Boston stapling is unequalled. The work approximates in appearance the highest grade of regular wire stitching. The staple supporter, an exclusive feature, insures proper driving without buckling, and allows use of fine round wire staples which add so much to the appearance of the job.

Capacity 3-16 inch, flat and saddle table, floor space 14x24 inches, shipping weight 135 lbs.

AMERICAN TYPE FOUNDERS COMPANY

GENERAL SELLING AGENT

Sold also by Barnhart Brothers & Spindler, and in Mexico and South America by National Paper and Type Company

SET IN NATIONAL OLDSTYLE CLELAND BORDER

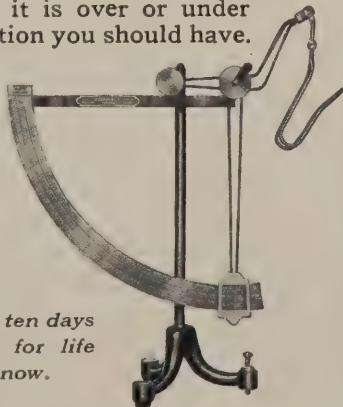
Is Your Print Paper Up to Specifications?

Print paper which is over weight means added expense. Print paper under weight spells trouble in your press room.

The Cady Scale

is a patented instrument which provides a simple and accurate method for testing a small sheet of paper from each roll to determine whether it is over or under weight—information you should have.

With the CADY SCALE you can have a daily report on every roll stripped in your press room.



All goods sent on ten days approval. Write for life size circular now.

E. J. Cady & Company

549 West Washington Blvd. Chicago, Illinois

S-H "Big Four" Saw-Trimmers

Best Machines on the Market

A line that will meet every demand from the smallest to the largest office.

All equipped with motor ready for use.

Model No. 4 \$ 85.00
Model No. 3 150.00
Standard
Model 190.00
Model No. 2 350.00



Model 2
S-H
Saw-Trimmer

SPECIAL OFFER

We have four Standard Models of an earlier make on hand. These machines are in first-class condition and sell for \$95.00, or half of the present price.

Write for Literature, Terms and Special Discounts

The Schuyler-Hildman Saw-Trimmer and Linotype Supply Co.

160 N. Wells Street

Chicago, Ill.



Cut Your Ad-Alley Costs

by Installing

Stevenson Furniture Mold

on your Linotypes or Intertypes

At no additional cost for gas,
labor or power you can cast

Unlimited Base and Spacing Material

Write for Special Offer.

Ashton G. Stevenson, Inc.

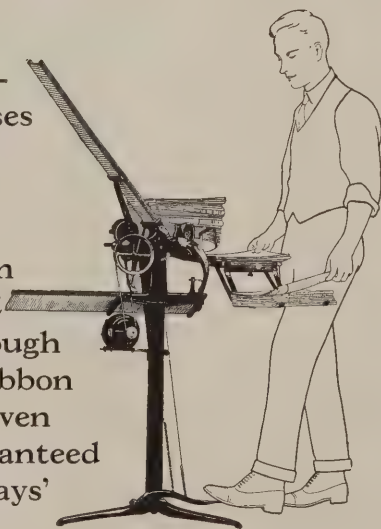
859 North Franklin St.

Chicago

TYPADDRESSER

IDEAL FOR NEWSPAPER ADDRESSING

4000 clear—
cut addresses
an hour—
Prints on
margin of
paper—from
LINOTYPE
slugs—through
an inked ribbon
Electric driven
Fully Guaranteed
Sold on 30 days'
trial—



MAIL COUPON TODAY FOR PARTICULARS

THE TYPADDRESSER CO.
City National Bank Bldg.,
Omaha, Neb.,

Please send me complete details and prices on the Typaddresser.

Name.....

City..... State

"NPJ" ROUND TABLE (CONTINUED)

Pennsylvania—William G. Hower, Home News, Bryn-Mawr.
Rhode Island—Jonathan F. Comstock, News, Cranston.
South Carolina—H. H. Woodward, Herald, Conway.
South Dakota—W. C. Lusk, Press, Yankton.
Tennessee—John C. Rogers, Gazette, Dyersburg.
Texas—Sam P. Harben, Echo, Richardson.
Utah—Chas. England, Journal, Logan.
Vermont—Harry E. Parkers, United Opinion, Bradford.
Virginia—J. C. Latimer, Times Dispatch, Staunton.
Washington—E. L. Wheeler, Times, Waitsburg.
West Virginia—R. H. Pritchard, Democrat, Weston.
Wisconsin—John Kuypers, Democrat-Journal, DePere.
Wyoming—R. H. Alcorn, Republican, Rawlins.

NORTH CAROLINA PRESS ASSOCIATION—President, J. W. Atkins,
Gastonia Gazette; vice-president, Lee B. Weathers, Cleveland Star;
secretary-treasurer, Beatrice Cobb, Morgantown News-Herald.

SOUTH CAROLINA PRESS ASSOCIATION—President, Robert Latham,
Charleston News; first vice-president, H. B. Peace, Greenville News;
second vice-president, W. W. Harris, Clinton Chronicle; secretary, Har-
old C. Booker, Columbia; treasurer, August Kohn, Columbia.

MANAGEMENT: ACCOUNTING

CORRECT PRICES—Gerald Andrews, executive secretary of
the Racine-Kenosha (Wis.) Typothetae, has sent out a "mer-
cury card", a thermometer in colors, illustrating an illuminating
analysis based on a 12-month period of costs, in part as follows:

The elements of Factory Overhead constitutes Rent, Heat, Insurance,
Taxes, Interest on Investment, and Depreciation. Then, we have the
mechanical wages to consider besides Light, Power, Department Sup-
plies, Spoilage, Storage of Stock, Shipping. The elements of Ink and
Materials used are self-explanatory.

The elements of Commercial Overhead constitutes Office Salaries,
Office Expense and General Expense, besides an allowance for Bad Debts.
Selling overhead constitutes selling salaries and commissions for your
salesmen; their general and traveling expenses, as well as Advertising
which is an all important factor.

Now for the all important matter,—PROFIT.

You have to determine the price of a job. It is necessary to add
a percentage of profit to every job which should cover your dividends
and provide a surplus, at the same time provide a safety factor for
errors and other incidental losses that every printer suffers. All busi-
ness houses have these.

It is important that the elements of cost be considered. Let us take
for example a small order of 1,000 letterheads "costing us \$10 to produce"
and see how this works out.

Factory Overhead is	\$ 4.06
Ink and Materials used in the job with stock costing 28c per lb.	3.21
Commercial Overhead	2.13
Selling Overhead	.60
Total Cost of Job.....	\$10.00

Note the Mercury on the enclosed thermometer; it has not risen to
the top so it is your business to see that it gets there provided you wish
to stay in business and be prosperous, or else you will be entering the
bankruptcy court.

The least you should add is 25 per cent, this is quite reasonable and
no man considers it excessively high. It will mean that you add \$2.50
to the cost of the job and you sell it at the sum of \$12.50.

Do it the next time you figure it and don't be afraid.

INSURANCE—Washington (State) Press Association members,
according to the *Live Hook*, are studying fire and other in-
surance rates being charged them. "One publisher says he is
paying 25% more than his neighbor," says the bulletin. "An-
other thinks his insurance at least \$32 too high."

DONATIONS—"Donations of work should in cost accounting
be treated exactly the same as other donations, their value
being figured at actual cost," writes Carl A. Jettinger. "Most
donations are made to secure or hold business, so go to selling
expense. If employes would, for instance, give a dance and the
programs are donated to them, then the cost would go to general
factory expense. When there is doubt as to selling or general
expense, in any case, it is sometimes advisable to make a divi-
sion to the two, as equitable as possible."

BOOKS AND PUBLICATIONS

NEWS WRITING, by Leo A. Borah, Instructor in the School
of Journalism, University of Washington; Allyn & Bacon,
publishers—Principally intended for the use of high school
teachers in English and news writing. There is a complete set
of lessons for one semester, and material useful for higher work.
Chapters in Part I are News Values, First Steps in News Gath-
ering, The Interview, Organization of Material, The Lead, The

BEWARE OF IMITATIONS

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbings, Tipping and Mounting

SAVES 50 PER CENT IN LABOR

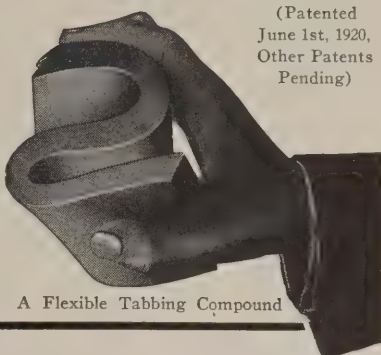
NUREX — The only Non-Inflammable Tabbings Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

THE LEE HARDWARE CO.

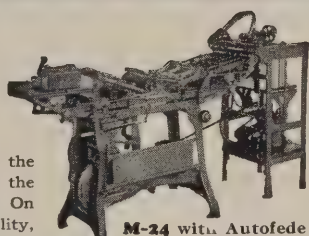
Salina, Kansas, U. S. A.



Almost
100%
Automatic

When fed by the Autofede, the M-24 runs with three times the speed of ordinary job presses. On half-tone work of high quality, 3,600 impressions per hour on straight jobs up to

4800 per Hour
Send for free booklet



M-24 with Autofede

M-24

LISENBY MFG. CO.

1034 Transportation Building, Dept. D, Chicago, Illinois

STEREOTYPE CHASES

Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy.

Plain chases converted for Autoplate casting or made larger or smaller.

All kinds of chase alterations and repairs.

Prices for any size single page chase:

With plain bolster \$42.50
For Autoplate casting 50.00

American Steel Chase Co.
122 CENTRE ST. NEW YORK

To Bargain Seekers

JOB PRINTING PLANT

At
Albany, N. Y.

- 2 Model 8 Linotype Machines only 2 or 3 years old.
- 1 Model 14 Linotype Machine only 2 or 3 years old.
- 1 Linotype Slug and Rule caster
- 1 Superior point system saw
- 3 Gilding job presses, 8 x 12
- 1 Gilding job press, 12 x 18
- 1 Gilding job press, 15 x 21
- 1 Rosback wire stitcher
- 1 Rosback power punch
- 3 Hamilton steel type cabinets
- 1 Hamilton steel Imposing stone

Wood type cabinets and wood type, large assortment of job type; galleys, metal furniture, etc.

Ask for prices on whatever you can use. Make an appointment to go to Albany and pick out your own bargains.

BAKER SALES COMPANY

200 Fifth Avenue - - - New York City

SPARTAN TYPE METALS



THE PRINTING WORLD
RECOGNIZES THE
SUPERIORITY OF
SPARTAN
AND WE RECOGNIZE
OUR RESPONSIBILITY

For
Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositing

All Special Feed Bars

MERCHANT & EVANS CO.

PHILADELPHIA

Since 1866

MORE PROFITS

Make this year show the biggest gain and the biggest business in all departments of your newspaper. P. C. C. Service can help you—it will give you MORE circulation—MORE influence—GREATER advertising rate —
AND MORE PROFIT

\$141,769 IN CASH
22,134 NEW
SUBSCRIBERS

Represents the business secured by this organization in recent campaigns—seven daily papers and seven weekly papers—a total of 14 newspapers in all—may we serve YOU?

"Twenty Years Doing One Thing Well"

PACIFIC COAST CIRCULATION SERVICE

Self Financing Circulation Campaigns
Bell Block Cincinnati, Ohio
"A Wire Will Save Time"

QUALITY ♦ ♦ ♦ ♦
♦ ♦ **SERVICE** ♦ ♦
♦ ♦ ♦ ♦ ♦ **VALUE**

Embodied in All
Standard Line, Point Set

TYPE

Manufactured by

Damon Type Founders Co.

INCORPORATED

44 Beekman Street, New York

We Carry in Stock Ready for Immediate Delivery
Chandler & Price Presses, Hamilton Wood and Steel
Equipment, and Everything the Printer Requires.



"NPJ" ROUND TABLE

(CONTINUED)



Body of the Story. Part II, "The High School Paper", includes chapters on staff organizations, make-up, copy reading, editorial page and business management. The volume is complete and unusually well put together for its purpose. It is a book needed in every school, publishing a periodical.

EDITOR & PUBLISHER announces that *Advertising* (formerly *Newspaperdom*) will be published with E. & P. as one journal.

POLLOCK'S NEWSPAPER NEWS, Minneapolis, has just completed its twelfth year. It started as a single mimeographed sheet, and now runs from 16 to 24 pages monthly of briefs about newspaper and printing subjects in the Northwestern states.

FREDERICK ROY MARTIN, former general manager of the Associated Press, has become vice-president and general manager of the book publishing house of D. Appleton & Co.

DICTIONARY OF PRINTED IDEAS, By C. D. Maddy and R. M. Kaplan; Rose & Spanjar, Newark, N. J.—For those who are seeking ideas for printing, sales promotion and advertising this \$1 volume, self-indexed, will prove highly valuable. All phases of printed ideas are briefly explained and many factors in each discussed. The dictionary is designed by men of large experience in preparing and buying printing to assist anyone interested in the various kinds and varieties of printing, and uses to which each is put.

LETTERS FROM READERS

JOHN C. DYE, Business Manager, Norristown (Pa.) *Times-Herald*: "On the cover of your June 1925 issue there appeared four reasons against free publicity stated by Wil V. Tufford, secretary of the Inland Dailies. We consider this presentation of the argument as being about the best that has come to our attention... It will be greatly appreciated if you will grant us permission to reprint the article. We, of course, will be glad to give credit to Mr. Tufford and the NATIONAL PRINTER-JOURNALIST."

U. G. BAKER, Susquehanna (Pa.) *Evening Transcript*—"The article on appraising print shops in the current issue of NATIONAL PRINTER-JOURNALIST is the best I have read on the subject in 31 years' newspaper experience. Every newspaper man should read the article. Stamps enclosed for an extra copy I desire for a young man interested in the publishing business."

N : E : W : S

W. EARL DYE, editor for six years of the Richmond (Mo.) *Missourian*, whose addresses on advertising problems at association conventions have earned him much prestige, has become advertising and merchandising counsel for the Missouri Gas & Electric Service Co.

H. C. HOTALING, secretary of the N. E. A., and of the Ten Thousand Lakes Association, Minnesota, has been appointed State Tourist Commissioner of that state, the first to hold this new office created by the legislature in recognition of tourist traffic. Mr. Hotaling publishes the Blue Earth (Minn.) *Enterprise*.

NEW NEWSPAPERS, OFFICES, PLANTS

El Dorado (Ark.) *Evening Times*.
San Jacinto (Cal.) Press—Frank G. Swann.
Sarasota (Fla.) *Herald*.
Christopher (Ill.) Franklin County *Herald*.
Waukegan (Ill.) *Free Press*.
Manchester (Ia.) Delaware County *Radio*.
Perry (Ia.) *Daily Free Press*.
Sedalia (Mo.) *Republican*—Paul Page.
Brooksville (Miss.) Noxubee County *News*.
Columbia Falls (Mont.) *Forum*.
Livingston (Mont.) Montana *Business Monitor*.
Kennard (Neb.) *Enterprise*—Roy R. Peterson.
Washington (Neb.) *Reporter*—Roy R. Peterson.
Jamestown (N. D.) *Sun*.
Guthrie (Okla.) *Press*.
Welsey (S. D.) *Herald*—P. H. McCarthy.
Memphis (Tenn.) Brown-Foster *Printing Co.*
Trinidad (Tex.) *Transcript*—J. H. Cooper.
Colville (Wash.) Stevens County *Republican*—Wright Publishing Co.
Washuena (Wash.) *News*.
Grafton (W. Va.) Taylor County *Democrat*—C. L. Deane.
Green Bay (Wis.) *Star*.
Kenova (W. Va.) *Press*.

Why ARE BAUM FOLDERS THE FASTEST SELLING FOLDERS IN AMERICA?

Probably because they are

Simple \ Easy to operate \ Spoilage-proof \ Versatile \ Speedy
Accurate \ Sturdy \ Guaranteed five years \ Compact

And—SO CLOSELY PRICED, they invariably RETURN THE ENTIRE INVESTMENT IN FROM ONE TO FOUR WEEKS' ACTUAL USE. Try one out on your own work—without obligation or expense. Write for our "Payment Out of Folder Earnings Plan, Instead of Out of Capital."

6 Models, \$270 up. All Motor-driven **RUSSELL ERNEST BAUM** 615-645 Chestnut St., Phila.

BRANCHES: New York, Chicago, Baltimore, Washington, Detroit, Cleveland, St. Louis, Minneapolis :: AGENCIES EVERYWHERE

SELLING AGENTS FOR

Punching Machines

Electric Welded Chases	Folding Machines
Vandercook Proof Presses	Perfection Quoins
Perforating Machines	Wire Stitchers
Ortleb Ink Agitators	Paper Cutters
O. K. Paper Cutting Knives	Proof Presses
and other Press and Composing Room Equipment	

DEALERS IN

New and Rebuilt Cylinder and Job
Presses and Book Binding Machinery

J. Ruesch Prtg. Mach. Co.
MILWAUKEE, WISCONSIN

"HUBER" means "GOOD INKS"

J. M. HUBER, Inc.

130 West 42nd St., New York

*Branch offices and foreign agencies in the principal
cities in the United States and foreign countries.*

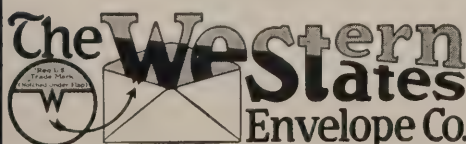


The Rough Hewing

research, delays and, often, disappointment.

Put the matter squarely up to Western States where, in a stock of *twenty million* ready-to-ship Envelopes, you will find this rough hewing has already been *anticipated*.

Free Price List No. 27 tells the story



South Water
from Clinton
to Ferry Sts.
Milwaukee
Wisconsin

The master artist reserves his own subtle touch till clumsier hands have felled away the gross bulk of useless material.

Your envelope problems have a deal of fussy rough hewing. To get the right style, color, weight and cost means annoying

Don't "Try" Another Feeder
When You Know

The Margach Will Make Good



MARGACH METAL FEEDER

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price \$75.00 Each

Additional molds \$2.00 each
Watercooled Molds: set of 4, \$100.00;
set of 6, \$150.00.

Advantages

Low priced as compared to value; greater production; perfect slugs; economy in consumption of gas; uniform temperature of metal; great saving of time in repigging and feeding, 10-year guarantee; never out of order; no overheating or leaking; simply constructed; no trouble to operate.

*A Trial Will Convince
You*

MARGACH MANUFACTURING COMPANY
213 Centre St., New York City



Printing Surface
13 x 18

Vandercook Rigid Bed TRUSS PROOF PRESS

An Inexpensive Press of Precision

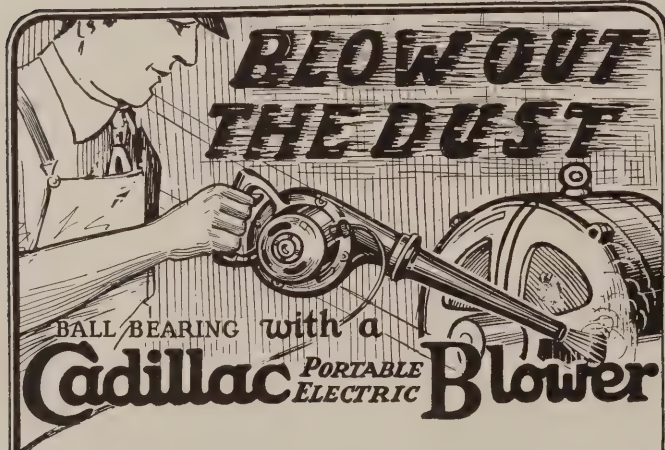
The TRUSS PROOF PRESS was built to meet a growing need. It is a press of precision and should not be compared with other low priced presses. Anything, within its size, that will print on any press will print on this press.

Full information concerning this machine and our ten other models sent on request.

VANDERCOOK & SONS

Originators of the Modern Proof Press

1716-22 West Austin Avenue, Chicago, Illinois



BALL BEARING with a
Cadillac PORTABLE ELECTRIC Blower

A list of uses of the CADILLAC Blower around typesetting machinery would surprise you unless you are now using one. The dust and dirt that gets into the delicate parts play havoc with lubrication and alignment. "Shorts" and "burn outs" in electric motors may be avoided by its use, while for cleaning type cases and for keeping folding machines free from "paper lint" it has no equal.

Equipped with NORMA Precision Ball Bearings. Requires no oiling.

Get acquainted with this modern time-saver. Our descriptive folder tells all about it. Let us send you one.

CLEMENTS MFG. CO.

616 FULTON STREET

CHICAGO

Canadian Factory: 81 Duchess St., Toronto

"NPJ" ROUND TABLE (CONTINUED)

GETS A LINE ON HIS PAPER—Frank O. Edgecombe, Geneva (Neb.) Signal, has his paper in a strictly cash-in-advance basis. "The Signal Stops When the Time Paid Expires", he advises readers at billing-in-advance time, and on the back of the form he prints the following, the spaces to be filled with 1, 2, 3, 4, etc. to express choice and rank:

- () County Correspondence
- () County court notes
- () County board proceedings
- () County superintendent's educational department
- () Display advertising
- () District court proceedings
- () Editorial
- () Local news of your community
- () Long Time Ago items
- () Market report
- () Marriage licenses granted
- () Pay locals (want ads)
- () Real estate transfers
- () Serial story
- () Weekly weather report

I am enclosing \$..... to renew by Signal subscription.

Name

Post Office

R. F. D. No.

"OLDTIMER" ARTICLE—The Barnesville (O.) Whetstone published a story about a veteran mail carrier entitled "Oldest Rural Mail Carrier Still Continues in Service." This story is one of a series of biographical sketches which the Whetstone is writing about well-known citizens.

COUNTY ADVERTISES—One thousand dollars has been appropriated by Morrison County, Minn., and \$400 by the City to the Little Falls Board of Commerce, for advertising the resources of the County. Business firms also contributed.

SIZE AND TIMELINESS—New rates of the Spartanburg (S. C.) Daily Sun are 50 cents per inch flat, with discounts as follows: 10 per cent. discount will be allowed on all bills for more than \$1 and up to and including \$100; 12½ per cent. discount will be allowed on all bills for more than \$100 and up to and including \$250; 15 per cent. discount will be allowed on all bills for more than \$250.

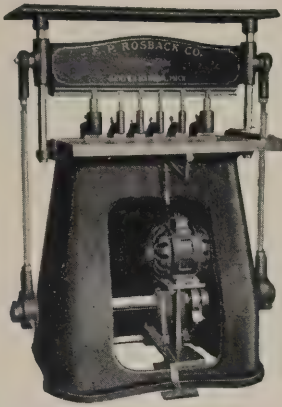
An extra discount of 10 per cent. will be allowed on the bill for an advertisement that ran the same number of inches for each publication day in the month for which the bill is rendered.

If a person, firm or corporation have an advertisement in each day in the month, but of varying size, this extra discount will be allowed on so much of the bill as covers the number of inches below which the size of the advertisement was not allowed to drop.

An extra discount of 2 per cent. will be allowed for cash in order or in advance on monthly business.

POSTAL SCALES NEWLY INTERESTING—A catalog of the Triner Sales Company, 53 West Jackson Blvd., Chicago, covering the Triner Peerless Allsteel Automatic Postal Scale, explains how this device shows automatically the parcel postage for all zones and weights. It is stated that the scales have been installed during the past eight years in the parcel post division and by innumerable parcel post and express shippers. This company makes the Triner Post Office Scale, a beam scale, and others.

A MISTAKE CORRECTED—In the announcement in this department, "NPJ" for June, of the liquidation of the Milwaukee Graphic Arts Exposition deficit through the assistance of a number of the manufacturers and distributors of printing machinery, services, etc., it was printed that the "Milwaukee Saw-Trimmer Co." was a contributor to the deficit fund. This should have been the Miller Saw-Trimmer Company, Pittsburg, Pa., of course.



THE ROSBACK MULTIPLEX PUNCHING MACHINE

The Only Machine in The World That—

Round Corners Tab Cuts for Index Cards Punches Round or Open Holes
Perforates (Like Postage Stamps)

Does a Wider Range of Work than Any Other Punching Machine.

Latest Type One-Piece Self-Aligning Punch Heads.

Power Applied on Both Ends.

Heads can't Creep or Move while Punching.

No Spring or Tilt of Head.

Very Massive—Heavily Constructed Throughout.

One-Piece Bed and Stand.

Heads can be Removed from any Position without Disturbing Others in Use.

F. P. ROSBACK CO.

Benton Harbor, Michigan

THE LARGEST PERFORATOR FACTORY IN THE WORLD

*For advertising material to
help you sell printing on*

**HAMMERMILL
BOND**

Write to HAMMERMILL PAPER CO.
ERIE, PENNSYLVANIA

*Readers, results
and revenue—we
build these three
"r's" for a news-
paper's classified
medium.*

THE BASIL L. SMITH SYSTEM, INC.

*International Classified Advertising
Counsellors*

Packard Building

Philadelphia



THE ROBERT DICK MAILER

Reduces mailing expense

Efficient

Light

Inexpensive

Addresses (expert) 8,556 an hour

Beats them all

Leads, others follow

Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer

137 W. TUPPER ST. BUFFALO, N. Y.

Eliminate Waste

in Your

Composing Room

The MONOMELT System—

Produces better type faces.

Produces more solid slugs.

Eliminates metal furnace.

50% less labor operations.

75% less metal drossage.

10% more production.

SAVES TIME, LABOR, MONEY

MONOMELT
SLUG FEEDER

It Cleans as It Melts

Printers' Manufacturing Co.

1106-17 Transportation Bldg.

Chicago, Ill.

*Write us for Comments by Hundreds of
Enthusiastic Users.*

A Numbering Machine Is NOT a Numbering Machine, Unless It Is a GOOD One



The **WETTER**

Will Never Disappoint You!

SOLD BY ALL TYPE FOUNDERS AND DEALERS

Nº 12356
FACSIMILE IMPRESSION

Wetter Numbering Machine Co., Atlantic Ave. and Logan St., Brooklyn, N. Y., U. S. A.

THE SIMPL-O CASTER

Is a Complete

Stereotype Outfit

Burns Gas or Gasoline

Anyone can operate —
Casts from ordinary
mats. Hundreds of sat-
isfied users. Write for
circular describing time-
saving equipment for
the Publisher.

7250

**SOLD ON
EASY PAYMENTS**

SIMPL-O CASTER COMPANY
PARK BUILDING CLEVELAND, OHIO

Electrotype Specialists

Experience has taught us how to handle excep-
tional jobs in halftone and color so that impres-
sions from electrotypes are equal in quality to
reproductions from the original engravings.

We are serving and satisfying a growing clientele
with Lead Mould Electrotypes and Nickeltypes
of precision and exactness for their particular
work.

Badger Electrotype Co.

129-135 Michigan St.,

Milwaukee, Wis.

IF YOU ARE

Buying Printing
Using Direct-Mail Advertising
Responsible for the Success of a Modern Business
Interested in Typographical Design in Selling Documents
Interested in Advertising Art Work
Planning Advertising Campaigns
Writing Copy
Organizing a Service Department
Looking for Business Building Principles

IF YOU WANT

Solutions of These Hard Selling Problems
To Study Current Advertising Work
To Keep Abreast of Current Thought in Printed Sales-
manship
More Business—Greater Profits—Greater Success
An Inspiring, Instructive, Informative Magazine

Then You Should Read

PRINTED SALESMANSHIP

(Incorporated with The Printing Art)

It is the one magazine that will provide all these things,
because it teaches and demonstrates by practical men—AU-
THORITIES, not theorists—men who make their living by
successfully doing every day what they write about.

The subscription to PRINTED SALESMANSHIP (in-
corporated with The Printing Art) is \$4 a year. Each issue
weighs one pound, contains over 100 beautifully printed pages
with many illustrations in color, gathered from all over the
world—the work of the masters in every line of Graphic Arts.
The size is 9¼ x 12½ inches. They are too expensive to send as
sample copies, but a copy of the current issue will be mailed
on receipt of 40 cents in stamps.

Address

PRINTED SALESMANSHIP

Cambridge, Mass.

Steel Die Engraved

1926 CALENDAR CARDS

to fit 6¾ envelope in 3-ply
white, grey, and buff card-
board, edges bordered. En-
velopes to match in 60-pound
stock. Card has calendar
engraved with space above
calendar blank. Samples now
ready.

*Personal and Business
Christmas Greeting Cards
with customer's name
engraved. Samples ready
September 1st, 1925.*

AMERICAN EMBOSSING CO.

192-96 Seneca Street

BUFFALO, N. Y.

"NPJ" Classified Ads

Address: NATIONAL PRINTER-JOURNALIST
129 Michigan Street
Classified Dept. Milwaukee, Wis.

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, \$1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

BUSINESS OPPORTUNITIES

FOR SALE—Best evening newspaper in California for the price; no competition, either local or metropolitan; fine, growing field; ideal home conditions; present profit 15 per cent on price asked, can easily be increased to 20 per cent. Cash required \$25,000. I personally guarantee this proposition. This is NOT the Santa Ana Daily Register, which is NOT for sale. Address J. P. BAUMGARTNER, Santa Ana, Calif.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

STEREOTYPE WET MATS CURED AND DRY—Made of the best matrix and imported tissue. All that is necessary is to moisten down over night and stack up under wet blankets. Our price is \$12.00 per hundred, 20x24. SPECIAL INTRODUCTORY OFFER we will include a Cork Moulder with the initial order of 100 mats. All our Product is Guaranteed. STAR KEE PROCESS CO., 37 Sullivan St., New York City.

Standard Merchandising selling, commercial rush reports revised semi-annually. Educational-Industrial films. Scenario service. Clara Hanks Blackman, Preston Hotel, St. Petersburg, Fla.

STANDARD ADVERTISING REGISTER AND SERVICE Gives complete list of national advertisers and their advertising executives; also lists of advertising agencies and their accounts. Monthly Supplements and Weekly Bulletins. National Register Publishing Co., 15 Moore street, New York City.

NEWS FILE SERVICE

YOU put us on your mailing list
We check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	\$5.00
Daily Six Months	\$7.00
Weekly Twelve Months	\$5.00

We are serving Publishers in all parts of the United States.

Write us for further particulars.
Monmouth Blank Book Co.,

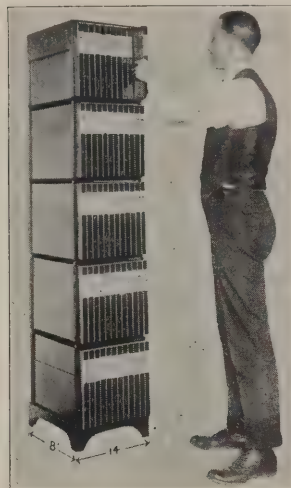
O. J. Forman, Prop.,
Monmouth, Ill.

PRINTERS' ROLLERS

VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

File Your Cuts the New Way —



- sectional bookcase idea
- modern-steel
- anybody can find quick
- good looking
- built for hard service
- as you need 'em, add 'em
- half the space
- costs less
- nothing like it

Here it is, 5 sections in a stack. Holds 90 square feet of printing plate surface on 14 x 18 inches floor space.

Save the Surface — Save the Cut

Our Facts Folder tells more

The Vertifile

HARLO R. GRANT & CO.

2318 Madison Street, Chicago Phone, West 3631

P. S.—Address our Used Department for List of Flat Drawer Files—Replacements.

MILLER SAW-TRIMMER CO.

Miller Automatic Feeders
Miller "High-Speed" Presses
Miller Craftsman Units
Miller Ideal Units
Miller Saw-Trimmers
Liberty Folders

C. & P. Gordon Presses
C. & P. Lever Cutters
C. & P. Power Cutters
Advance Lever Cutters
Diamond Power Cutters
National Power Cutters

Write for Descriptive Matter, Prices and Terms



Main Office and Factory, Pittsburgh, Pa.

Branches:

Atlanta, Boston, Chicago, Dallas, Detroit,
Los Angeles, Minneapolis, New York,
Philadelphia, San Francisco

BROADCASTING

A

Money Saving Device

W. C. C. E.

(We Cut Composition Errors)

"We have found that our errors have been reduced about 50% on two of our machines, and 25% on the third, the man on the third machine being a comparatively inexperienced operator."

THE REPORTER, Dover, Ohio.

Particulars on Request.

Matrix Contrast Corporation

33 WEST 42ND STREET

NEW YORK CITY.

*Your story
in pictures
leaves
nothing
untold*



*Premier
perfect plates
tell
the story
best*

Builders of Business

IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business.

It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

PREMIER ENGRAVING CO.

DESIGNERS
ENGRAVERS



814 WINNEBAGO ST.
MILWAUKEE, WIS.

The Chandler & Price Printing Presses

8x12

~

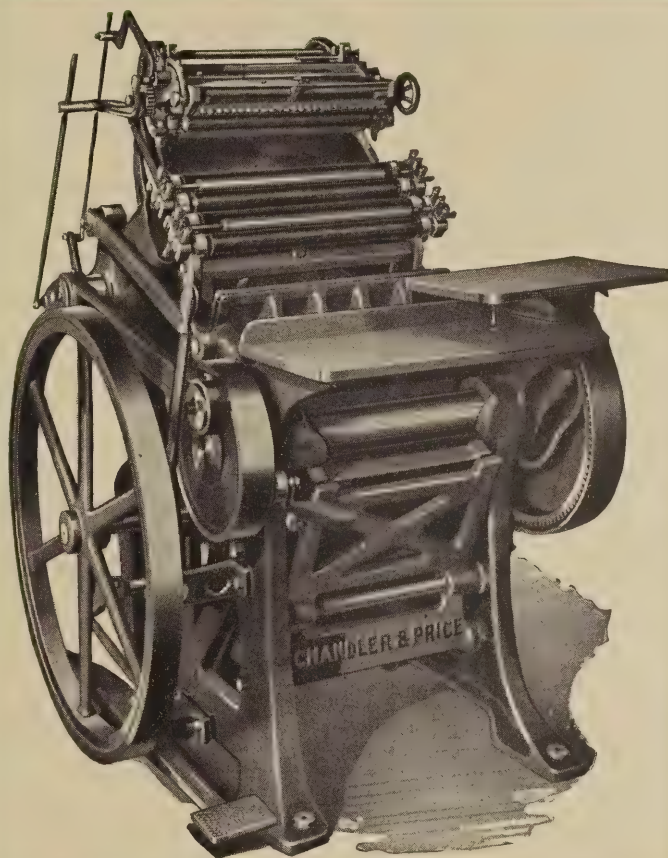
10x15

~FOUR SIZES~

12x18

~

14½x22



THE CRAFTSMAN ~ 12x18 ~ WITH ITS WONDERFUL DISTRIBUTION SYSTEM

WE CARRY all sizes of CHANDLER & PRICE PRESSES in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, write, telephone or wire your requirements, including motor equipment, to the nearest AMERICAN TYPE FOUNDERS COMPANY Selling House

Selling Houses Located in the Following Cities:

BOSTON
NEW YORK
PHILADELPHIA

RICHMOND
BALTIMORE
BUFFALO
PITTSBURGH

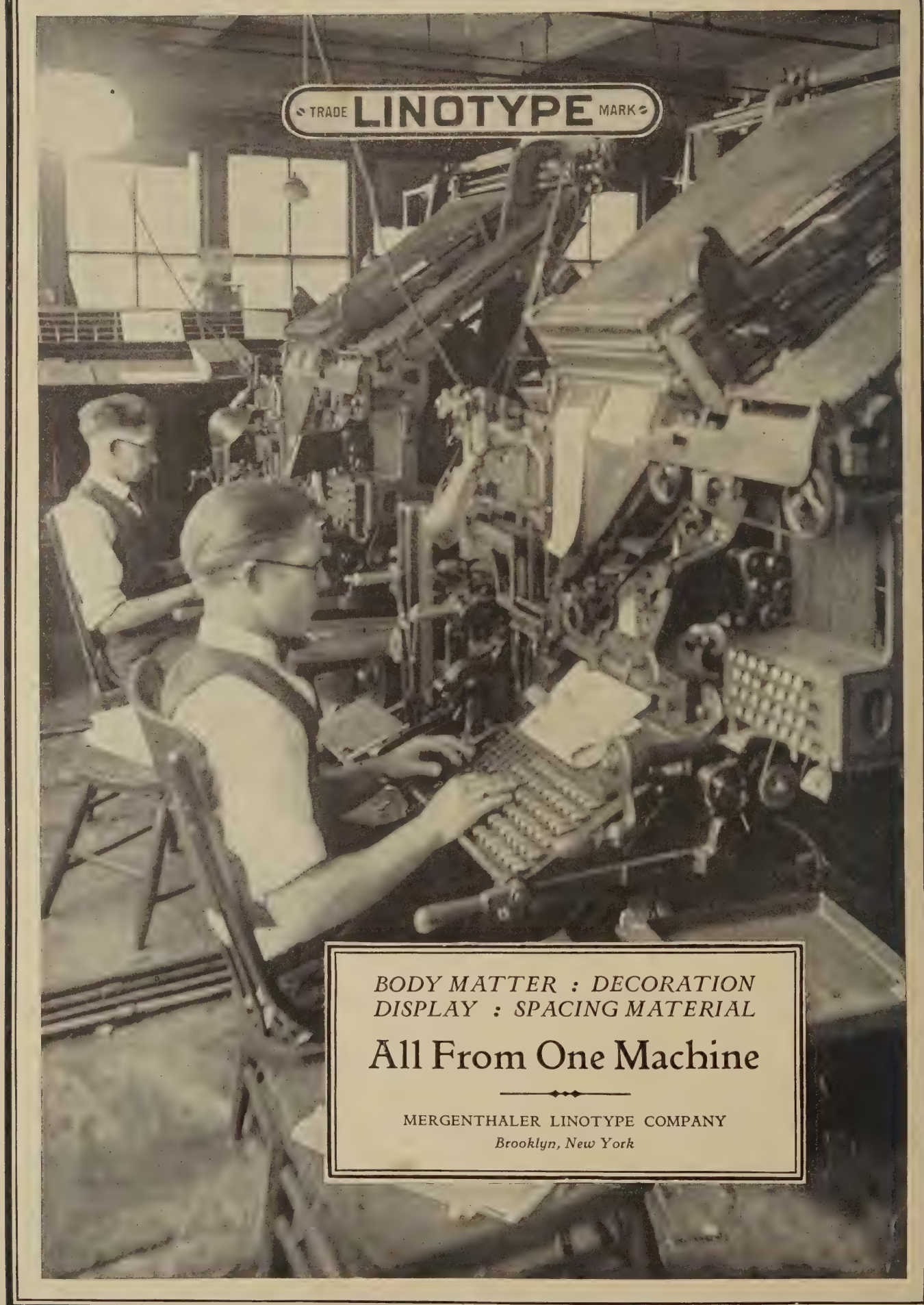
CLEVELAND
CINCINNATI
ATLANTA
CHICAGO

DETROIT
ST. LOUIS
MILWAUKEE
MINNEAPOLIS

KANSAS CITY
DENVER
SAN FRANCISCO
SPOKANE

PORTLAND, ORE.
LOS ANGELES
WINNIPEG

AMERICAN TYPE FOUNDERS COMPANY



TRADE **LINOTYPE** MARK

*BODY MATTER : DECORATION
DISPLAY : SPACING MATERIAL*

All From One Machine

—◆◆—
MERGENTHALER LINOTYPE COMPANY
Brooklyn, New York

NATIONAL PRINTER JOURNALIST



Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Annual Subscriptions
United States and Canada \$2
Foreign Subscriptions \$3
Single Copies 25c

E. P. ("Dad") MICKEL,
Director, Southeastern
School of Printing

THE FUNDAMENTAL

THE Printing and Publishing business is the heart of service to Mankind : : The Printing Factory is the fundamental, the very life of publishing newspapers, books, or anything else : :

The machinery men are looking after your requirements : : the paper manufacturers are looking after them : : studying your needs in laboratories and experimental shops : :

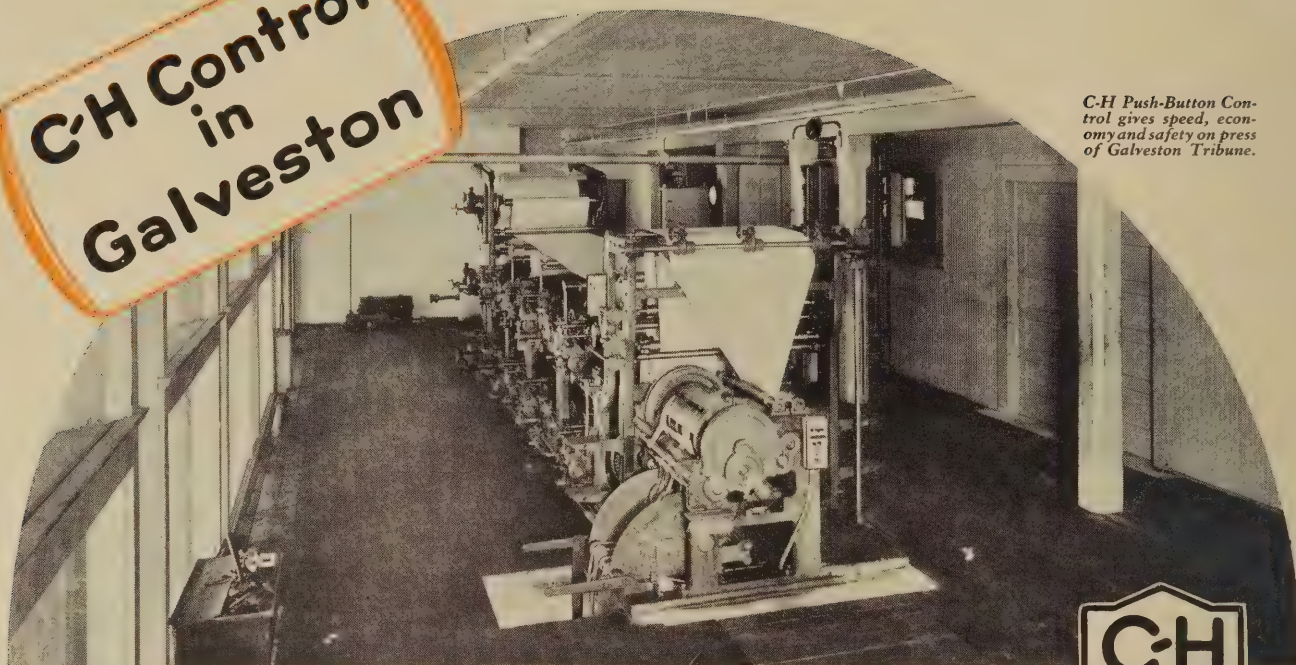
BUT, to keep this alive, to keep it prosperous, we, ourselves, must give more to the needs of re-manning and replenishing our working forces : : The training must be entrusted to those who love and know the industry : :

Address to Southern Newspaper
Publishers' Association

September 1925

Number 9 :: Volume 43

**C-H Control
in
Galveston**



C-H Push-Button Control gives speed, economy and safety on press of Galveston Tribune.



The Safest System in the World

FOR NEWSPAPER PLANTS OF EVERY SIZE

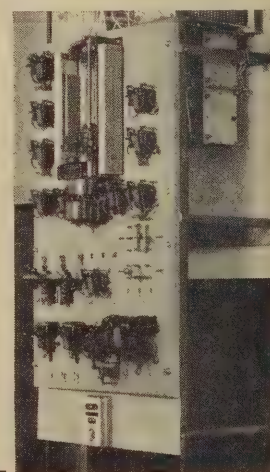
IN large and small newspaper plants, the economy, speed and safety of Cutler-Hammer Control are important factors.

C-H Control fits in with the present day trend of production—"Get the papers out", is the demand of every publisher.

Because Cutler-Hammer Engineers have lived with the publisher's problems from the earliest days of electric drive—every requirement is provided for.

Smooth, safe acceleration, easy push-button control of speed adjustments, instant stopping—these are accomplished with safety.

There is a C-H Electric Controller for every type of motor drive in your plant that will give you the maximum results. Tell us what equipment you have and our engineers will be glad to make recommendations.



Close-up of C-H Control Panel as used with smaller and medium size equipment.

THE CUTLER-HAMMER MFG. CO.

Works: Milwaukee and New York

Branch Offices:

New York: 8 W. 40th Street
Chicago: 323 N. Michigan Ave.
Pittsburgh: Century Bldg.
Philadelphia: Commonwealth Bldg.

Cleveland: Guardian Bldg.
Cincinnati: Dixie Terminal Bldg.
Boston: 52 Chauncy Street
Detroit: 506 Hofman Bldg.

St. Louis: 2111 Ry. Exch. Bldg.
Buffalo: 358 Ellicott Sq. Bldg.
Milwaukee: 530 Grand Ave.

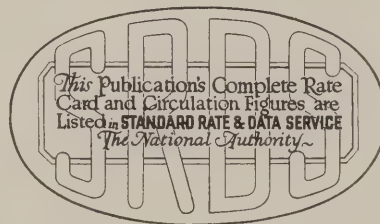
San Francisco: 583 Howard St.; Seattle: 552 First Avenue, South
Los Angeles: 229 Boyd St.; Portland: 53 4th St., H. B. Squires Co.

Northern Electric Co., Ltd., Canada

CUTLER-HAMMER

"Within the past few days, I have completed quite a job—requiring almost constant use of STANDARD RATE AND DATA SERVICE. After doing this, I cannot help but write you a few lines to express my appreciation of your Service."

D. J. CRIMMINS, Contract Manager,
HARRY C. MICHAELS COMPANY,
(An Advertising Agency)
New York City.



PUBLISHERS—This electro will be furnished to you, free of charge. Use the symbol in your advertisements, direct-by-mail matter, letter-heads, etc. It's a business-producing tie-up—links your promotional efforts with your listing in STANDARD RATE & DATA SERVICE.



The Service Represents an Ideal Medium for Your Advertising

STANDARD RATE & DATA SERVICE

536 Lake Shore Drive

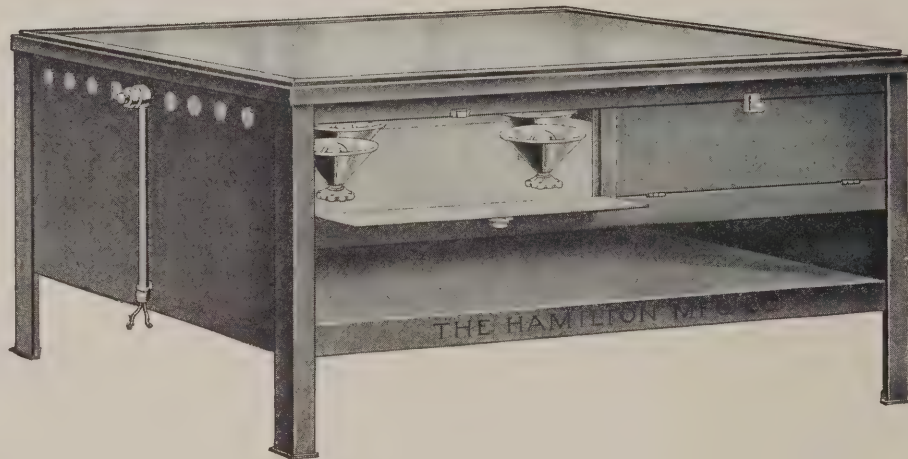
CHICAGO

New York

San Francisco

London

REGISTER TABLE



No. 15126 (Steel) No. 5126 (Wood)

INDISPENSABLE for quick and accurate registering of forms, either of one or many colors. When printed sheets are placed on the plate-glass Top, and underneath lights turned on, the slightest inaccuracy in register is instantly discernible. No gauges to get out of order; no expensive mechanism, and no problems of any kind but what any employe can easily master.

The rim surrounding the Top is of cold-rolled steel, raised $\frac{1}{8}$ inch, graduated by fractions of $\frac{1}{8}$ inch, and attached to the frame in such a manner that if it should get out of square the operation of "truing up" is a matter of minutes only, and no tools other than an ordinary wrench are required. The adjustment feature is simple, yet positive.

DETAILS

Heavy plate-glass Top, size 48 x 60 inches.

Rim of cold-rolled steel, graduated by fractions of $\frac{1}{8}$ inch, numbered on both long edges from 1 to 60, and on both ends from 1 to 48.

Light compartment white enameled.

Wired and fixtures for 8 lights, controlled by switch on end of table. Reflectors are included.

Full-length shelf (56 $\frac{1}{2}$ x 48 inches) at bottom.

The "T" square for this table is 63 $\frac{1}{2}$ inches long by 1 $\frac{3}{4}$ inches wide, graduated by fractions of $\frac{1}{16}$ inch, is commercially accurate, and supplied only as an extra.

Height, 32 inches.

Floor space required, 64 $\frac{1}{2}$ x 52 $\frac{1}{2}$ inches.

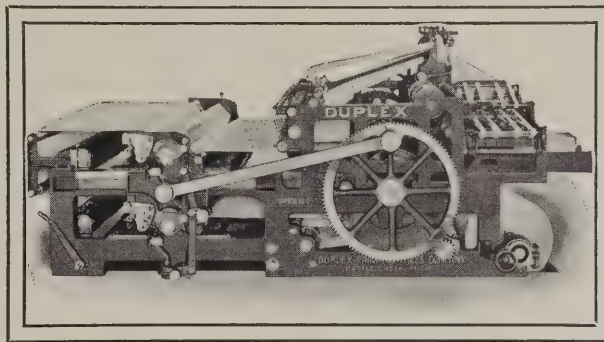
THE HAMILTON MANUFACTURING COMPANY

Eastern House: RAHWAY, N. J.

TWO RIVERS, WISCONSIN

HAMILTON GOODS ARE FOR SALE BY PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE

Discriminating Publishers of Dailies and Weeklies Choose DUPLEX MODEL "A" WEB PRESS



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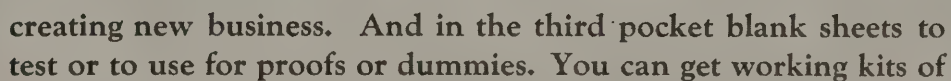
"Our Customers Write Our Ads"

THE DUPLIX PRINTING PRESS COMPANY of Battle Creek, Michigan



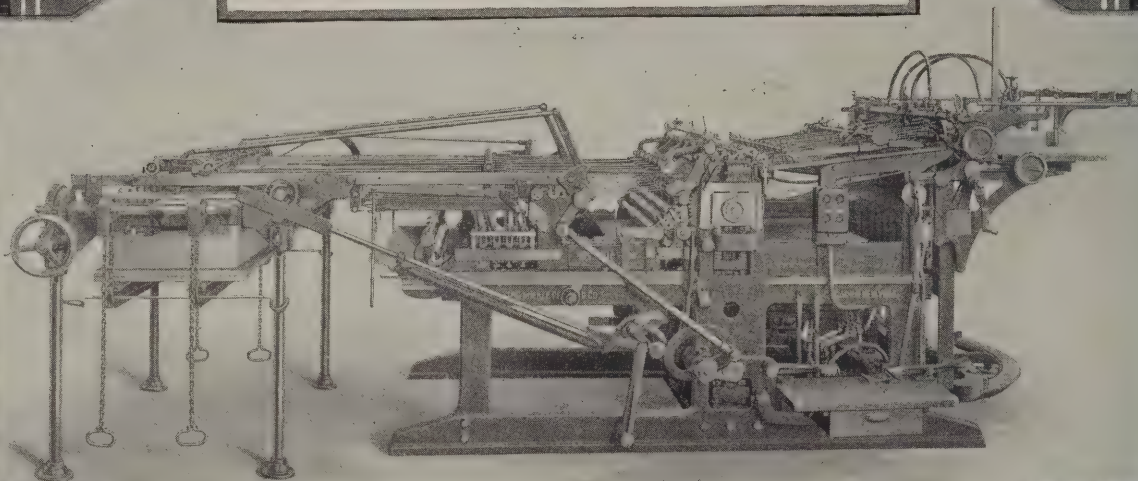
GETTING business is still a battle. Battles are not won bare-handed. Great structures are built with tools and not with talking. The salesman of printing has to fight for business. He has to build for future business. He can do neither empty handed. Give your salesmen plenty of samples.

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WE cannot take without giving. And the more we give the more we can take.

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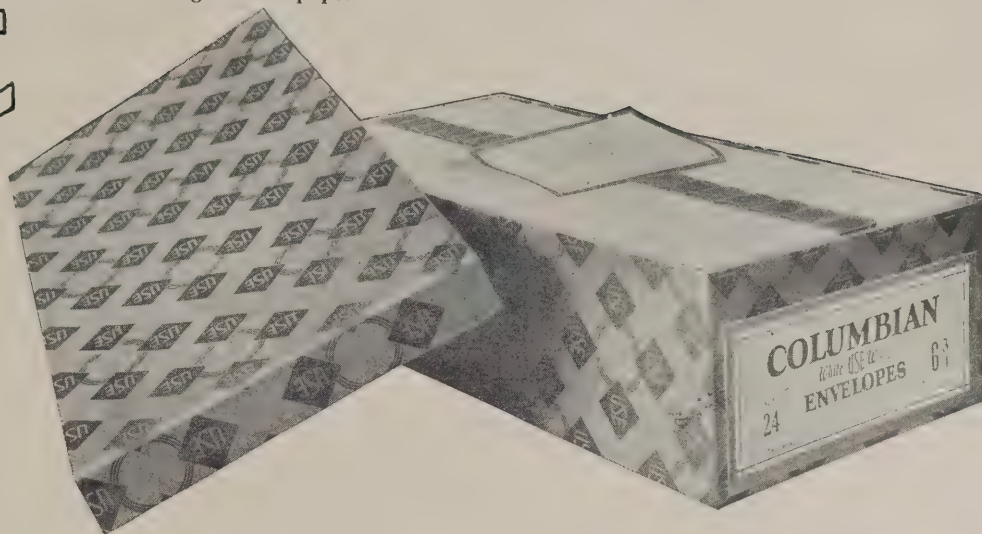
ATLANTA, GA.
Dodson Printers Supply Co.

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USE

They are the initials of the manufacturers, the world's largest makers of envelopes.

Hold a Columbian White Wove Envelope so the light comes behind it. You'll see these initials watermarked right in the paper.



Who is your best customer on envelopes?

THE customer who orders envelopes by a name, size and quantity, who doesn't need to examine samples and compare prices every time, is a mighty satisfactory customer to do business with.

The man who buys that way saves his time and yours. You know exactly what he expects. He knows exactly what he will get, and what it will cost him.

The customer you sell once on Columbian White Wove Envelopes will re-order again. Because he finds in them exactly what he wants, he doesn't need to shop around.

Columbian White Woves give him good appearance, surface splendid for writing, typ-

ing and printing, including halftones; perfect fold, excellent gumming. They come to him in strikingly attractive boxes that are dustproof and do not soil in the stock-room.

Columbian White Woves are watermarked USE. They can be identified anywhere, even when separated from the box and banding.

In the mind of the man who has used them, Columbian White Woves speedily become fixed as trouble-free envelopes, standard in quality, reasonably priced, beautifully put up—and easy to re-order.

Columbian White Woves are made in all sizes from 5 to 14 and Monarch. You can get them quickly, from your regular paper merchant.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

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Location

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Division

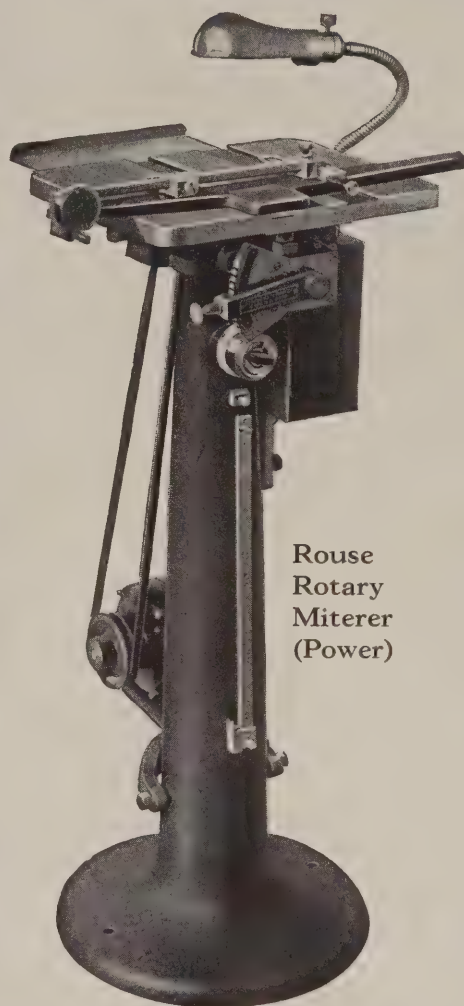
Logan, Swift & Brigham
Envelope Co.
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National Envelope Co.

Location

Springfield, Mass.
Worcester, Mass.
Worcester, Mass.
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San Francisco, Cal.
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Division

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PRINTERS USE MORE Rouse Mitering Machines

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For the past 25 years, printers have been buying more and more ROUSE Hand Mitering Machines until today ROUSE sells practically all mitering machines used in the United States and a great number in foreign countries. Following this spectacular record of the ROUSE Hand Mitering Machine, the ROUSE Rotary Miterer was introduced recently and today it is used and endorsed by most of the prominent printing plants in the United States. Almost all important daily papers and prominent commercial printers such as Norman T. A. Munder, The Eilert Printing Co., The Technical Press, McGraw Hill Publishing Co., R. R. Donnelly & Sons Co., have

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Smaller printing plants can make adequate use of the ROUSE Hand Mitering Machine which undoubtedly is the most accurate and complete Hand Mitering Machine ever manufactured. This hand machine will miter to any useful angle and is equipped with the famous patented Rouse gauges.

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TRADE MARK



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more and more interested in the
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Distinguished New York Dec
lives in America
signers have reup
Elizabethan and
prisoned in a
period. A "Who
you wish to re
theme, there
brilliantly
decorations
playthings
for all time

SETH THOMAS



THE FOLDWELL BOOK FOLDER—A NEW
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FOLDWELL BOOK FOLDER—A NEW



ONE TOUCH OF
ANIMATION
ENLIVENS THE
WHOLE ROOM

Hints from
a Famous
Decorator

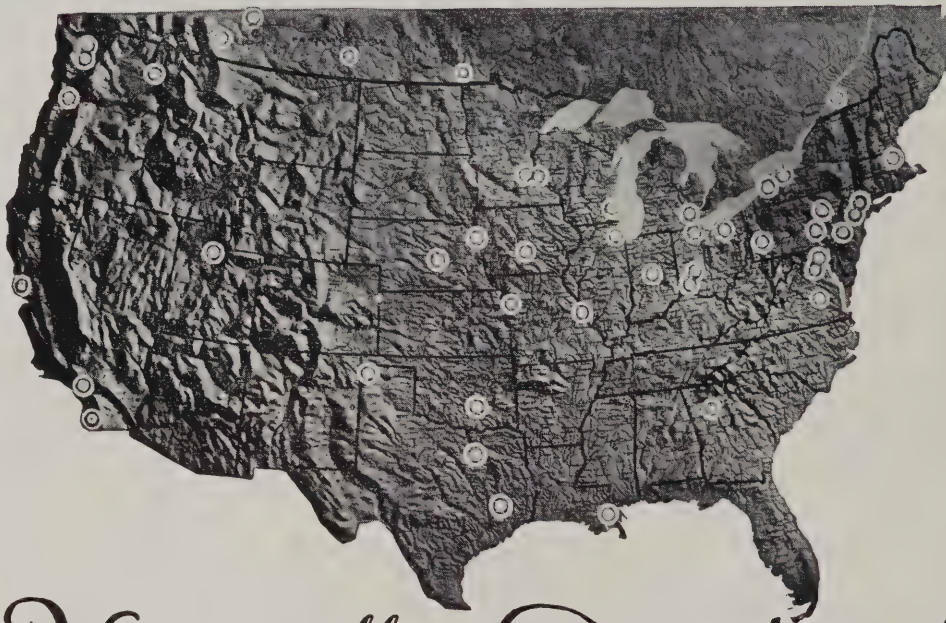
A successful SETH THOMAS Folder and its history

A SECOND edition of 250,000 pieces is evidence of the resultfulness of this beautiful four color process folder. Throughout, it is a work of art. Layout, paintings, copy, plates and printing all speak of infinite care in preparation. A perfect printing surface was needed to complete the cycle—and Foldwell was chosen. Incidentally, folding across illustrations in many places did not detract from the loveliness of this piece. Foldwell's rag base and splendid folding quality took care of that. The history of this piece follows:

Manufacturers of the
Foldwell line of fold-
ing coated papers—
Coated Book, Cover,
Writing, Dull-Coat
Writing and Split-
Color

Purpose: General sales piece for dealer use.
Distributed: By bulk to dealers and from dealers to their customers as an envelope enclosure.
Imprinted: By Seth Thomas Clock Company with names of their dealers.
Quantity: First edition 750,000. Subsequent edition 250,000.
Size: Flat, 13" x 10 1/4". Folded, 3 1/4" x 6 1/2".
Folds: One short fold and two right angle.
Plates: Four color process by Beck Engraving Company, New York and Philadelphia.
Printing: By Redfield-Kendrick-Odell Co., New York City.
Art work and Copy: By the Corman Co., New York City.
Paper: 28 x 86 lb. Foldwell Coated Book, white.

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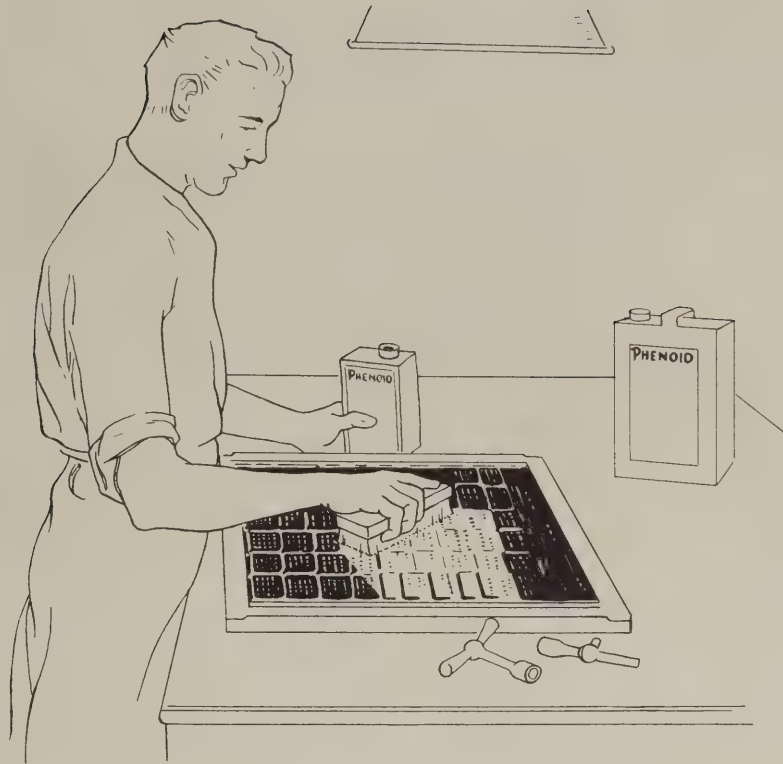
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COMPANY, Manufacturers

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WHEN ink gets caked — trouble and muscle get plenty of work.

But not with Phenoid around. Caked ink comes off forms, cuts and color fountains like chalk off a slate.

No matter how hard and old the ink, Phenoid wipes it off like dust.

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PHENOID

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INSTANTANEOUS TYPE CLEANER

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Here's a fair offer. Send for a quart can of Phenoid. Use it up. If you like it, pay us. If not — send back the bill. Just pin this offer to your letterhead and mail today.

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MURPHY VARNISH CO., LTD.

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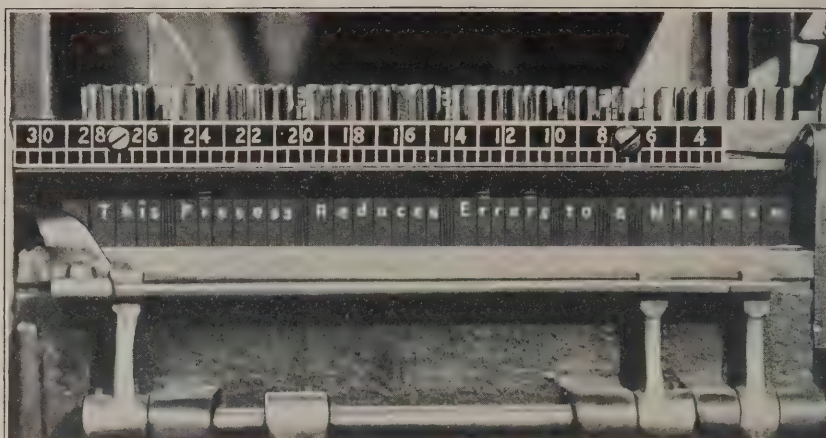
Every Operator Watches His Assembler—Hot Metal Burns!

If

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You Would Save

at least 50% (We can prove it!) of all correction costs.



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BLACK & WHITE
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CATCH errors before they are made, and you save not alone the cost of making the error but the tremendously high cost of rectifying it.

With all your matrices (linotype, intertype, ludlow) treated with our patented Black & White process, the engraved characters on the back of the mats are readable at a glance — transpositions, double letters, mistakes of all kinds are caught *before the line is cast*. And the operator's speed is not affected.

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Matrix Contrast Corp.

33 West 42nd St., New York

NATIONAL PRINTER-JOURNALIST

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Established 1883 as The Printer and Publisher.

Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.

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Volume 43

Milwaukee, Wis., September 1925

No. 9

(1) *BIRDIES;* (2) *MEDITATION*

*Hours of Chasing No. 1 vs. Moments of
No. 2 as Builders of Good Circulation*

By EDGAR WHITE

Macon (Mo.) Republican

SOME one has observed that ten minutes employed in serious meditation are better than many hours spent in jumping about for an elusive bird. For out of meditation comes the Idea!

When the Democrats of Missouri received an acceptance from a nominee for President of the United States to visit Bunceton and speak there, the chiefs in every large city newspaper office in the state laid plans to cover the event in harmony with its importance. The Democratic nominee for governor, lived on a farm near Bunceton, and he decided to have an old-fashioned barbecue on his estate in honor of the distinguished visitor.

"Good!" cried the big editors in St. Louis and Kansas City. "We'll play that up fine."

In truth it looked like a daily newspaper story exclusively. The best staff men would be sent to report it. With that old-fashioned barbecue, a candidate for president and for governor, to say nothing of a host of smaller fry—congressmen, state senators and the like—it looked like one whale of a story—not for the "little country weeklies."

BUNCETON, (Mo.) had a population of 860 at the last census. A quiet young fellow, Mack F. Denman by name, published the *Eagle* there. And Mack got to studying how he would make the eagles fly his way on the big day. He couldn't scoop the big city papers on the story. They'd have everything printed from the opening gun until the last crack from the retreating

line before the *Eagle* went to press. There was nothing for the weekly to do, it seemed, but to stand on the sideline while the big procession went by. But the man who published a paper in a town of 860 and had over 3,000 circulation at \$2 a year in town and surrounding country looked at it from a different angle.



MACK F. DENMAN

*Editor, Bunceton (Mo.) Eagle;
Weekly, 3,000-\$2 Circulation in
a Town of 860*

"The first thing that occurred to me was that as far as I was concerned it would have to be a *circulation* proposition," Mack told the editors and publishers at a Northeast Missouri press convention at Kirksville, "and I began to figure on the possibilities. While there would be people from all over the state, the great bulk of those attending would be from our own county of Cooper and adjoining counties. That meant, most of the people there would be interested in the local news the *Eagle* printed, and particularly to its frequent references to the candidate for governor, who was a Bunceton man.

"Then I considered that all the visitors would have money in their pockets. What would be the most likely amount to hit them for? The paper is \$2 a year. Three months for 50 cents would, I judged, be about the size coin the people would part with without much haggling. The three months would carry them through the campaign and during that time it would be up to me to make the *Eagle* so interesting they would stay with us.

A PICKED staff of 40 bright young men and women was employed to circulate among the big crowd. Each one was armed with a bundle of sample copies, containing some features of the big meeting and pictures of the celebrities taking part. The line of talk for the solicitors was simple:

"The *Eagle* will keep in touch with (candidate for governor) all through the campaign—only 50 cents."

"The *Eagle* had a tent at a prominent place on the grounds. The pleasant young women were in charge. They handed out sample copies, recorded subscriptions and answered questions concerning the barbecue. They also took care of bags, traveling cases and so on without charge.

"One woman left her baby there for an hour, and when she came it was handed back to her smiling. Our motto that day was to make everybody happy.

"Our press and the folders worked all night long the night before the rally, printing sample copies for the solicitors and for distribution from the tent. Towards evening it looked like everybody had a copy of the *Eagle* in his pocket to take home as a souvenir of the big day.

"One of our girls took in 86 new subscribers. The others averaged from 25 to 30. The total for the day was 1,044.

"The solicitors were paid a satisfactory commission, and all said it had been wonderfully easy to get subscribers on the plan indicated. It took hardly any talking. The crowd was in a happy frame of mind, had plenty of money to spend, and thought nothing of planking down 50 cents for three months of a paper from Dr. Nelson's town, but the aggregate was over \$500 for the *Eagle*.

THEN the big thing was of course, to hold as many of those short term subscribers as possible, so we put in our best licks to improve the *Eagle* so they would stay with us. About one-third are on our subscription list now, and some who dropped off at the end of the three months are coming in and signing up.

"The incident has been commented on throughout the state, though there is nothing wonderful about it. It was just a matter of planning in advance for the approaching opportunity."

The Bunceton Weekly Eagle

A Weekly Journal Devoted to the Interests of Bunceton, Cooper County and the State of Missouri

VOLUME 36, NUMBER 2

BUNCETON, MISSOURI, FRIDAY, MAY 8, 1925

3 MOS. 50c—6 MOS. 85c—1 YEAR, \$1.40

TWO LOCAL LUMBER YARDS MERGED BY G. A. ALEXANDER

Deal Completed Last Week and Became Effective on Friday, May 1

TO MOVE TO LOWER YARD

A. L. Scott Yard Was Established Here in 1912—Alexander Came in 1919

George Alexander, owner of the Bunceton Lumber Company, closed a deal the past week, effective on last Friday, May 1, whereby the A. L. Scott Lumber Company and the Bunceton Lumber Company were consolidated, in becoming one of one.

The A. L. Scott Lumber Company was one of a chain of nine such plants owned by A. L. Scott and C. M. Scott, in Missouri and Kansas, with the yard office in Bunceton in 1912 and has operated continuously ever since carrying on all types of lumber and local timbering work. The largest and most complete lumber yard to be found in a yard in any town comparable with the size of Bunceton. Later Mr. Scott bought an interest in the Bunceton Lumber Company with yards in the west and of them and continued to hold this interest in both yards.

The late Mr. Alexander...

MOTHER AND DAUGHTER BANQUET BEING PLANNED

Will be Held on Thursday Night, May 21, at the Masonic Hall—Men are Helping

Arrangements are under way for Mother and Daughter Banquet which will be given in their honor at the Masonic Hall on Thursday night, May 21.

The banquet is being held in connection with the work of May Club in May 1925, which is known as National Mothers and Daughters Week. It was the desire to bring the banquet on one evening of this week but due to the closing exercises of the local schools, it was decided to postpone the affair until the following week.

Committee representing the four chapters were appointed last Sunday and have had a meeting and will appoint sub-committees and are responsible for the banquet are now under way.

In our next week we hope to be able to give more detailed particulars and carry a copy of the program for the evening.

CLOSING EXERCISES OF LOCAL SCHOOLS

Baccalaureate Sermon Sunday Night—Senior Play Next Wednesday Night

Next week will be Commencement Week at the Bunceton Schools. The first event of the Commencement exercises will be the Junior Baccalaureate at the Masonic Hall on Sunday night.



MOTHER

Never a surer for the cause that she bore for me. Never a thought of the joys that flow by me. Through me and through her Mother was I.

Oh, the long nights that she came to my call to me. Oh, the long days that she gave to my all to me. Oh, the long years that she gave to my all to me! Oh, how I yearn for her precious smile!

Sleep to her baby! Yes that was the way of her. Comfort her greatest of comfort and.

Words cannot tell what the old heart would say of her. Mother—the sweetest and fairest of all—By Edgar A. Guest

POPULAR YOUNG COLLEGE OF BUNCETON COMMUNITY WED

Miss Lucille Patton Home of Bunceton—Bunceton, Mo., on Tuesday Evening, May 5

A pretty May wedding, occurred at the home of Mr. and Mrs. W. C. Patton, of Bunceton, Mo., on Tuesday evening, May 5, when their only daughter, Miss Lucille Patton, was united in the holy bonds of marriage.

FUNERAL OF LINDA L. STELLER HELD MONDAY

Body Brought to Home of Bunceton—Funeral Services at the Episcopal Church

The remains of Miss Linda L. Steller, who passed away at Bunceton, Mo., on Sunday, May 3, were brought to the home of Mr. and Mrs. W. C. Patton, of Bunceton, Mo., on Monday, May 4, and the funeral services were held at the Episcopal Church on Tuesday, May 5.

FOUR 8TH GRADE GRADUATES AT PLEASANT GREEN SCHOOL

Miss Lettie Hart Class A Very Successful Term of School

Miss Lettie Hart, teacher for the past year at the Pleasant Green School, has graduated from the 8th grade and as all day program and basket dinner was held at the school attended by the parents of the children.

Miss Hart had an excellent record of students during the year and has received her last money prize as teacher of the Pleasant Green school.

She was not an applicant for the position next year and the school board has elected Miss Lettie Hart as teacher for next year.

MRS. S. RENFROW AGED 86, IS DEAD

Was One of Bunceton's Oldest and Most Loved Citizens—Funeral Thursday

One of Bunceton's oldest and most beloved women was called to her rest on Thursday, May 7, at the home of her son, Mr. S. Renfrow, of Bunceton, Mo. She was 86 years of age and had been a resident of Bunceton for many years. Her funeral services were held at the Episcopal Church on Friday, May 8.

BOONVILLE TEAM WON STATE GRAIN JUDGING TROPHY

Russell Worris Won Individual Honors With Highest Score in the Contest

BOONVILLE TO KEEP CUP

Boonville Baseball Team Defeated Mexico 5-2—To Play Centralia Sunday

The grain judging has been decided. The winner in the contest conducted at Columbia at the University last week at Junior Farmers Week, and awarded the 8th trophy.

"Russell Worris, a member of the team won individual honors by being declared the best grain judge in his class in the state. He is the son of Mr. J. H. Worris, of Bunceton, Mo. Other members of the team are James, Eugene Frederick and Lawrence Meyer.

The team has won the grain judging contest and the trophy cup for the year.

"ZINC" SHOWING TYPICAL BUNCETON (MO.) EAGLE MAKE-UP
Neatness and Good Typographical Taste Along the "Newsy"
Style Prevail on Every Page of This Remarkable Weekly

When a member asked Mr. Denman the method he used in holding his short term subscribers, he said:

"Well, I believe in good local features. I always try to start my first page with a feature story that will be of interest to everybody in our circulation area. The feature story with the outdoor atmosphere we have found most popular.

"Then we have an editorial page on

local subjects. Editorials are read, even in a country weekly. I know that. But they must treat on familiar matters, something in which the public is interested. The over-smart editorial does not appeal.

"And a good serial story—if you have a really good one—is a splendid feature in holding interest. When I run a serial story, it is only after I have read every line of it, and decided it will please my readers. I have had some most interesting correspondence with my subscribers about the serial stories we run. They tell me frankly just what they think about them, and these letters are good guide-marks in helping me to decide the sort of story to use. I might not be able to write a very learned review of the latest best seller, but I know the kind of a yarn my people like to read."

HOW TO WHOLLY KILL A WOUNDED CUSTOMER

WHEN a customer comes in to a shop with a complaint, he is wounded. If you treat him suspiciously he is killed. He needs "First Aid to the Injured."

He has already had one crack from your shop, or thinks he has. If you give him another crack, he is lost.

A complaining customer is at the crossroads. Where he goes, depends on how you treat him. He will become either a dead customer or a live and loyal one.

So, make sure that you have a Red Cross system in your firm, for the special treatment of wounded customers. Don't knock them on the head, as most shops do, when they come in wounded.

The Efficiency Magazine.

"STRAIGHT TALK" PAGE BRINGS RETURNS
Kendallville (Ind.) News-Sun Just Tells a Straightforward Story of Its Service, Between Sets of Strong Display Lines

BROWN HILL, Southern California Editor: "Let's pray for what we get and have the other fellow to do the same."

If You Are Not Already a Subscriber of

THE KENDALLVILLE DAILY NEWS-SUN

Become a Reader of This Newspaper Without Delay : : : :

With its thoroughly modern printing plant, including Goss Printing Press, two multiple size magazine intertype typesetting machines, and other equipment, unusual in small cities the size of Kendallville.

SUBSCRIBE NOW

Buy a Paper Published in the City Where You Do Your Trading

By mail \$3.50 per year Elsewhere \$4.00 per year	In Noble, DeKalb, Steuben and LeGrange Counties. By carrier \$6.00 per year in advance or 12½ cents per week
--	--

Fill in and mail to the Kendallville Daily News-Sun, Kendallville, Ind., the following coupon for a 3 months trial of the News-Sun:

Enclosed find \$. . . for which send the Kendallville Daily News-Sun to

Name

Address

5 months in city of Kendallville \$1.50

3 months by mail

YOUR HEAD-LIGHTS ON?

Trends of the Times in Printing Field That Involve Loss or Profits

By WILLIAM M. METZKER

TO quote from a recent bulletin of the U. S. Department of Commerce: "Goods must be sold at a profit or industry and commerce will not survive. Truly remarkable were the findings of the U. S. agencies in the war years regarding the knowledge and understanding of costs in productions and distribution. Losses were often confused with profits, all for the lack of knowledge of the fundamentals of Cost Accounting. So today the trade association is proving itself the most potent organized influence in the study of costs in industry and trade. *Standard cost systems applicable to the peculiar conditions are being developed within each business group. All tend to more scientific knowledge of business and ultimately lowered costs.*"

There is an outstanding characteristic of the cost finding systems of trade organizations which reflects the modern trend in cost accounting, and that is to carry out all cost items to the sold unit of product.

TAKING the U. T. A. Standard Cost Finding System, which has today been adapted to meet the needs of most of the branches of the entire



THE "EAGLE" IS MISS EDNA McGUIRE, PROOFREADER;
HER PARTNER: MISS MARGARETHE STREIT, SOLICITOR

Miss McGuire, Who's Also Reporter for the Bunceton Eagle, Worked With Miss Streit, School Teacher and Farmer's Daughter, One Drawing the Crowd and the Other Landing the Subscriptions During the Paper's Big Party; They Sold 97 "Pays"



MISS KATHRYN BOULWARE
Landed 86 Subscriptions in One Day During Bunceton (Mo.) Eagle's Flight Described on Pages 11 and 12. She Is the Daughter of a Wealthy Farmer

graphic arts—"What are the fundamental principles?" They are:

- (1) The Standard Unit of Production in the various departments of manufacture shall be the Chargeable Hour;
- (2) The Standard Hour Cost shall be the Total All Inclusive Cost per Chargeable Hour; and
- (3) The Standard Hour Cost shall be a normal average cost, covering a period sufficiently long to be representative of average conditions.

WHEN one attempts to describe a cost system, one is proceeding at more or less of a handicap. A cost system should be seen or, better, *experienced* in operation. There are so many details to mention that the hearer or reader comes to the conclusion that all these things together must make a very complicated system. In actual operation, however, only one thing is done at a time and that usually is a most easily comprehended step.

(PLEASE TURN THE PAGE)

THE definition, "that the Average Cost rate should be the experience of a normal period," introduces a profound question and that is, "what is a normal period?" Is it six months, a year, two years, seven years, or periods that span economic upheavals?

Whatever the normal period is, there is one danger sufficiently imminent that wants to be pointed out. That is, that we forever hold before ourselves an unwarranted 99% productivity when experience for one, two, and even three years, clearly indicates that some major change has taken place in industry and that a lower basis must be used as a normal one.

As a general statement, the Costing or Set-up Rate should be based on the best average available, the criterion of its accuracy being that, over a given period, usually a year, your actual costs will be recovered on the finished orders for the period.

ALONG the line of changing conditions: I wonder how many association members are face to face with

that pernicious and ever-increasing menace, *Estimates*? I have heard many a business man say that times are so different than they used to be. Formerly it was maintained, a man had a field of customers which he cultivated and upon whom he depended. There was no question as to price, quality was satisfactory, and service above criticism. What is the real condition today?

I am *not* willing to admit that service does not count, and that quality is overlooked, and that everything goes "on price"; for, that is a sure sign of approaching old age.

But, granted that there is a change in the trend of business, that between competitors there is less difference in quality and less difference in service and that business is placed "on price", then if these are the facts, there is all the more reason for the development of accurate costs, so that great differences in quotations are impossible. We all know that a man usually gets what he pays for. And that if the actual cost of *identical* service or commodity is compared, it is almost uncanny how surprisingly close these costs will be.

Suffice it to say that a complete Cost history of every job, and a comparison of that cost with the Estimate will and must eventually lead to two things: (1) more correct estimates, and, (2) better performance on the individual jobs; *these cannot help but reflect a marked improvement in the competitive situation.*

MANY plants have Time Systems, though their financial records and books of account, may be seriously inadequate. But very few plants have attempted to get on the basis of a Cost System but what have been compelled to put their financial recording on an improved basis.

The complete justification for uniform Cost Work and Uniform Accounting Work is that it not only gives the individual plant the best in systems and methods that can be devised for the industry, *but also gives the individual plant the opportunity to make intelligent comparisons with the results of other plants.*

That which then benefits the individual will also benefit the industry.

PERMIT me, therefore, to offer to those who direct the activities of associations the following propositions:

- (1) Direct the energies of your organization to educational Cost Work.
- (2) Eliminate from your industry the competitive **abuse** and substitute therefore the actual **use** of the potential means at your command.
- (3) **Succeed** in your problem by recognizing that above all, **you yourself** are the Key Man and that every Key Man must be the **first to act**.

IF you want to travel on the Road to Profit, you must do so by the proper vehicle and be properly equipped. We are all familiar with the apt expression "standard equipment." If so, "*how about your headlights?*"



WILLIAM M. METZKER

THE author of these "beacon lights" for the Industry of Printing and Publishing is a member of the International Association of Cost Accountants, and a director of the Milwaukee (Wis.) Chapter. The article is composed of a few excerpts from his address recently to the Fifth Annual Conference of the Third District, International Trade Composition Association, in his capacity as Director of Accounting, Milwaukee (Wis.) Typothetae, Inc.

WHERE DO WE GO FROM HERE?

A SURVEY by a New York Advertising Agency revealed that only 27% of the printers examined produced "Advertising Printing"; 73% were "Commercial Printers."

Of the 27% Advertising Printers, the ideas for the advertising were furnished by the printer on only 2% of the work, by an advertising agent on 10% of the work, and on the remaining 88% the advertiser himself, who bought the printing, suggested the plan.

This agency further discovered that there are only 800 printers in the United States who maintain service departments.

There are 5,049 designers of printing, advertising, and layout; 2,623 advertising agencies, 53,000 large consumers, and 1,221,000 small consumers of advertising.

REAL COST OF ADVERTISING SPACE

THE Canadian Weekly Newspapers Association at its recent annual issued the results obtained by Hugh Savage, proprietor of the Duncan (B. C.) Leader, and a director of the association. The Leader was put through as a job by the United Typothetae Cost System for 12 months, with the following results:

Average number of papers printed, 1,614.

Average number of pages, 12.

Average cost per issue, \$238.92.

Average cost per page, \$19.53.

Average cost of producing one inch (reading matter or advertising) 16.73 cents (i. e. total cost of papers divided by total number of inches in them).

Percentage of advertising to total, 57.

Percentage of reading matter to total, 43.

Total cost of 52 issues, \$12,424.22.

Total advertising, 42,550 in.

29.2 cents **COST** per inch. (Inches divided into Cost.)

Deduct subscription revenue from cost before dividing by advertising inches, cost per inch 22.76 cents.

The hour costs on which these figures are based are: Hand Composition, \$2.60; Machine Composition \$2.80; Cylinder Press, \$2.90; Cutter, \$2; Bindery, \$1.10.

These figures are **COST**, with nothing added for profit.

WHY NEWSPAPER ADS So Often FAIL the LOCAL MERCHANTS

*Analysis From Retailers'
Standpoint Contains Text
for Newspapermen*

THE Philadelphia (Pa.) *Retail Ledger* was a "child" of the Curtis magazine organization, similarly as *System* and other business publications have grown out of house organs—always, however, really worth while house publications, let be noted.

Now a distinct, distinctive and independent institution, the *Retail Ledger* comes out in newspaper form and circulates among thousands of retail merchants in all lines. It is not a free circulation enterprise. Its contents are "experience stories" of and by retailers, well illustrated.

William Nelson Taft, editor of the *Retail Ledger* is teaching merchants by the hundreds to improve their newspaper advertising, through showing practical examples of successful uses of newspaper columns by local retailers, and strong editorials and features. The contents are noteworthy for absence of impractical leads and mere hip-hooray stuff. The leads are tied, not to spurious "tie-up-with-the-magazines" suggestions, but with local merchandising methods.

WHY IS RETAIL ADVERTISING NOT BEING READ?

Mr. Taft answered as follows in a recent address to retail advertiser-merchants: "Too stereotyped in style. Most of it might as well all come out of the same office, from the same writer—meaningless phrases about style, splashy circus-style cuts,—plus a price reduction appeal. That's all. And such things are expected to bring in crowds of people."

WHY RETAIL ADVERTISEMENTS ARE NOT BELIEVED

"Stores have undermined confidence through insane insistence on featuring cut prices and 'sales'.

"On a recent afternoon two Philadelphia newspapers carried 197 different sales advertisements containing, by actual count, 83 different adjectives used in connection with these sales. In addition to the 'sales' of practically every type of merchandise carried by stores, there were 'momentous' sales and 'epochal' sales—sales that were 'Monumental' and sales that were 'gigantic'—sales that were 'unprecedented' and sales that were 'unparalleled'.

"In order to restore confidence it is necessary that retail advertisements should be frank and that they should



WILLIAM NELSON TAFT

Editor, Philadelphia (Pa.) *Retail Ledger*

understate, rather than exaggerate. A policy of this kind, coupled with the proper use of institutional advertising, will eventually restore the public's faith in the printed word as it appears in retail copy.

"Today, there is something wrong with retail advertising, but I firmly believe that the moment stores generally analyze the situation and apply the necessary remedies, they will find that their copy pays them as handsome dividends as those which are being returned to advertisers in the national field, where the correct principles have long been applied."

THERE'S a job—whether or not Mr.

Taft is all O. K. or only partly right—in this subject for the newspaper publisher and advertising manager; yes, for the associations, too. It is "NPP's" opinion that too much time is being wasted roasting the billboards, the magazines, the "other fellow" and all the rest of that, which could be profitably employed in really analyzing local merchants' ad-problems and serving him better.—J. L. M.

SHORTSIGHTED

POOR ole Bill! 'E's so shortsighted 'e's working 'imself to death."

"Wot's 'is short-sighted got to do with it?"

"Well, 'e, can't see when the foreman ain't looking, so 'e 'as ta keep on setting 'em up all the time."

LINCOLN STEFFENS, journalistic "clean-'em up," confesses that after a long rest he was surprised and shocked to discover the world had not fallen to pieces when he let go.

WOULD some newspapers have more backbone if they ran a spinal column?

THEY WONDER WHY?

By A. K. CLEVINGER
(Publisher, Claremont, Va.,
Herald)

COUNTRY merchants, all complain

And talk of takin' off the train
Of diggin' up good roads and sich
And runnin' autos in the ditch.

Because the people buy by mail
And with tin lizzies hit the trail—
These ancient traders wail and cry
"We must stop this exodus or die!"

The guy today that gets the trade,
Don't yelp that "Biz's a fickle jade,"
But Advertises and tells what he's got
Makes prices right on the whole
d— lot!

MORAL: The people don't care a
Tinker's dam,
They're goin' where the
Advertiser am!

—Courtesy, Bonnet-Brown SCARAB.

FORTY PAPERS IN ONE

Lawrence (Kans.) Daily Journal-World
Learned Well the Art of Swim-or-Sink

By JOHN L. MEYER

SOME executives of newspaper:job printing plants solve the apparently over-lapping interests of the various divisions of their businesses—when it comes to the point of planning a new building or a rebuilding—by making the architect and construction company the umpires; others, by inter-departmental consultations, something like when “the doctors disagree”. There are many other methods used.

Then, again, the experience, local conditions, and the more particular interests of the head of the business are thrown into the balance, and one or the other division and department may get an easier hearing in the finals. This does not imply partiality. It means using knowledge gained by experience to the best advantage. If a publisher is comparatively most interested in and acquainted with the advertising work, his adjustments of very fine angles of problems will reflect it every time; and, likewise, if it is circulation, or accounting, commercial printing, or editorial work which is closest to him.

One can see this point exemplified in many newspaper plants in all parts of the country.

THE Lawrence (Kans.) *Daily Journal-World* recently entered what is in effect a wholly new building. Here is an example where a more basic idea than one which might be termed “de-

partmental leaning” has been applied. I wish there were a newer word than “efficiency”. Anyway, “all-around efficiency” is the keynote of the planning which I find there. Many newspaper:job plants, small and large, are planned for sane efficiency, of course. No end of them. The *Journal-World* has some points of efficiency which are peculiar to itself in comparison with others I have studied. The principal is used, it seems to me, with more than average general application. The publisher, if I may say so, has a peculiar *breadth* of vision which looks in a large way “over and above” smaller details to the larger and more general fundamentals and factors.

Not all the equipment is new. Before making the plans, the lot, floor and other sizes were definitely drawn on charts. The needs of the plant today and for 25 years ahead were determined. The kind and quality of machinery believed necessary was another matter established. Then, what to scrap and what to keep, of the old equipment. Floor sizes of each piece to be used and ordered were carefully ascertained. Paste board squares and circles and angles, representing each installation, and each piece scaled down correctly, were made. There was something like a game of checkers. Every department and division chief had his say and his moves. So did the architects and builders. Thereupon W. C. Simons,



CAPT. J. W. MURRAY

Managing Editor, Lawrence
(Kans.) Journal-World

president-manager of the company, made the final moves, and pinned down the bits of card board.

“Room for More Room” in
Planning New Structure

THE new building of the *Journal-World* has a frontage of fifty feet, a depth of 117 feet. The second floor runs back 65 feet. Skylights for the first floor cover the remaining area. The basement goes under the *entire* building. On account of the slope of the land this has a full story on the alley, thus providing both light and ventilation to an unusual extent for the “nether regions.”

The front is of mottled terra cotta, nearly white in general effect, with a trim of granite grey, and with chocolate tile below the plate glass windows. The rest of the building is of brick and stone, with wired glass and steel sash in the rear.

At present one room, first floor front, is rented, but it can be taken over at any time and utilized for office purposes. A tract of land 75 ft. by 117 ft. back of the office is owned. Another building can be erected and the two connected by a bridge over the alley.

Entering, one finds himself in a lobby forty feet long and seven feet wide. This contains seats for about ten persons and a writing table for two. The counter is of oak, with marble base and fitted with shelves, and has sliding doors at the back in which office supplies are kept within easy reach of each department.



NEW BUILDING, LAWRENCE (KANS.) DAILY JOURNAL-WORLD

*Structure is Fifty Feet Across Front, by Hundred-Seventeen;
 Second Floor Runs Back Sixty-Five Feet; Basement Full Length*

Arrangements in Office, Mechanical Departments

THE "office" arrangement (See "NPJ Blue Prints"): In front is the desk of the manager, with stenographer's desk at the side. Directly back is the desk of the manager of foreign advertising with another stenographer, so that letters may be given as the occasion demands, without loss of time. Small easel signs on the counter call attention to Information, Cashier, Circulation, Advertising, Job Printing and Superintendent, and the desk of each is located for elimination of lost motion. The business office and corridor are floored with battleship linoleum.

A great deal of study was given to the arrangement of the mechanical department in order to save steps. An example of a simple time saver: A cabinet for corrected galleys of type. It is open at both ends and the galley boy puts the galleys in from one end and they are taken out from the other by the makeup men without the loss of a single step.

An electric elevator, with ton capacity runs from the basement to the second floor. The use of stock platforms and lift trucks enables stock to be moved easily and quickly without rehandling. The ink drum in the news press room rests upon a platform, which is taken to the press where the ink is pumped into the fountains. While the plates for the day's run are taken to the press one at a time, after the run is off they are placed on a small truck which takes them back to the foundry all at once.

Directly over the turtles in the news composing room there is a ventilating fan in the skylight, which changes the air in the office every few minutes. In the job room a late type of skylight provides for excellent ventilation as well as for light.

Even on the darkest days no artificial light is needed in the job room.

There is a toilet room for men on each floor with shower baths in the basement. On the second floor there is a rest room 12 ft. by 18 ft., comfortably furnished, for ladies.

The heating plant which was installed as a coal burner, has been changed to burn oil. A study of the floor plans will indicate the efficient arrangement of the foundry, the mats being backed up for casting as they come down, and after being cast work back toward the press room. The vault in the basement, 12' x 16' is used to store files and inactive accounts and is fire proof.

The arrangement in the stock room is clearly shown in the plans. This room is fire proof and practically dust proof. The foundry and job rooms are also fire proof. All doorways between the two halves of the building have automatic fire doors.

THE second floor houses the bindery and the news room, besides the rest room and the president's private office. As the president is also the active man-



W. C. SIMONS, President-Manager

LAWRENCE (KAN.) DAILY JOURNAL WORLD
Printers, Binders, Blank Book Makers

ager he spends the greater part of his time at his desk in the front office downstairs.

An automatic copy carrier takes the copy from the copy desk in the news room to the copy desk in the composing room.

It will be noted that there is room for expansion in all parts of the building. It was the judgment of the management that the volume of business could be doubled or trebled before additional building would be required.

Eighth Time That More Space Has Been Provided

THIS is the eighth time that more room has been added during the present management. From fifty-five to sixty hands are now employed in the business, not counting the twenty-five carrier boys and fifty neighborhood correspondents. The office is operated on the American Plan basis.

The *Journal-World* vies with two other papers in Kansas for the honor

of being the first paper published in the state. Its forerunners, the *Herald of Freedom*, and the *Kansas Tribune*, each published one issue dated Kansas Territory, September 1854—one edition having been printed in Ohio and the other in Pennsylvania. Beginning with January both were published in Lawrence as free state papers and were destroyed in 1856 at the order of some legislators then sitting at Leecompton. At that time the machinery was broken up and the type thrown into the Kaw river, from which a part of it was rescued, later to be cast into cannon balls and used in battle.

The papers were again destroyed when Quantrill raided and burned Lawrence in 1863. These two papers are among the more than forty papers which through purchase and consolidation have come to form the *Journal-World* of today, while more than sixty other papers started in the town simply went out of existence.

(PLEASE TURN THE PAGE)

*Thirty-three Years' Service**By President-Manager*

W. C. SIMONS, the president and manager, became identified with the paper thirty-three years ago, when there were eight papers in the field. Capt. J. W. Murray, editor, was first connected with the paper in 1899.

The *Journal-World* under its present management is said to be the only paper ever published in Lawrence to make money. While it is a Republican paper, it is independent in its policies. A Democratic meeting will secure as fair a news story as that of Republican.

A few years ago the Socialists of the city, a few hundred in number, sent representatives to the *Journal-World* to see what it would cost them to publish the national Socialist platform. The publisher realizing that any price in accord with the advertising rates of the paper would seem prohibitive to the group, offered to run, and did run, the platform one time for nothing. As a result at the following meeting of the Socialist union resolutions of appreciation were adopted, which were, it proved, of greater value to the paper than would have been the price for the space.

Many of the employees are home owners. Thirteen marriages occurred in the past three years and there are enough fine, handsome babies to form a good sized baby show.

The financial policy has been to make the obligations for stated payments as small as possible and then to pay more than the amount agreed upon. At present and for several years the World Company, the name under which the business is incorporated, has been out of debt and in making purchases of new equipment has taken all cash discounts. "Yes, that's correct," said Mr. Simons. "I was twenty, without capital and with eight papers in the field. It was sink or swim and sometimes it looked very much like swimming was a lost art."

The manager does not take credit to himself, but gives a large share to the men and women whose services have been given to make the *Journal-World* among the best papers in Kansas.

The paper and its employees take an active part in all civic affairs, giving both time and money for the advancement and development of the community.

WE OWNED two twenty-five foot frontage buildings, now occupied by our new building and spent something over \$30,000 in their reconstruction, and then topped it off by buying for spot cash a Duplex Tubular Printing Press," said Mr. Simons, replying to questions about the Lawrence *Journal-World* equipment.

"The new press is equipped with semi-automatic electric control and full equipment of the latest sort, including heavy type Ideal Matrix Rolling Machine, Frey's Dry Mat Humidor, Scorch-er, Metal Pot of 3,000 pounds capacity and Plate Caster, Duplex Plate Fin-

isher and Chipping Block. We already had metal furnaces for the melting of Linotype slugs and for stereotyping, a page size flat Casting Box, and a Miller Saw Trimmer complete with routing attachments for our stereotyping room. The press is operated by a General Electric Control with a 30 H. P. motor.

"The plant is heated by a Kewanee boiler, low pressure or vacuum system and we are now installing an Oil-O-Matic oil burner, and a supply tank holding a large supply of distillate. Residue oil could be used equally well, but there is not a large enough demand for this sort of oil to enable us to use it as cheaply as we can the distillate. Alongside the boiler is a Keystone Water Heater which supplies hot water for the showers and for the six lavatories.

"In our typewriter equipment we have one L. C. Smith, four Underwoods, one Royal, two Smith-Premiers, one portable Corona and one Woodstock. We have a National Cash Register, Burroughs Adding Machine and two Cincinnati Time Recorder Clocks.

"The arrangement of departments and office desks, we feel, is such that the work is well co-ordinated and moves without loss of time or extra steps. The stairway from the second floor is placed to make the easiest connection between the news room and the composing room, and a Lamson pneumatic copy carrier moves copy and proof quickly.

"Near the stairway is an electric elevator with a carrying capacity of a ton and with a speed of 30 feet a minute. It is type No. 416 C, made by the Kansas City Elevator Mfg. Co. and operated from the basement to the second floor. By means of the elevator stock is quickly moved from the stock and cutting room in the basement to the presses on the first floor and to the bindery on the second floor.

"We have five composing machines: Models A and B Intertypes and Models 5 and two 8's in Linotypes. The other equipment of the composing room is doubtless quite similar to that found in other shops. We have another Miller Saw here, steel turtles for makeup, imposing stones, type stands and cabinets, proof press, cut cabinets, etc.

"Scattered through the building are eight fire extinguishers, some of the Fyrfighter and some of the Babcock type. These extinguishers are refilled once each year"

*Job Office Is Completely
Equipped for Variety of Work*

The job office has a Century book press large enough to take a 35 x 50 form, and a Whitlock press to take 25 x 38; two 12 x 18, one 8 x 12, and one 7 x 11 Chandler & Price Gordons. The bindery is equipped with Hickok Ruling Machine, Backing Press, Latham Board Shears, Latham Embossing Press; Oswego 36-inch paper cutter, semi-automatic; standing book press, Rossback perforator, Portland power punch, Bos-

(CONCLUDED ON PAGE 20)

*LAWRENCE (Kans.)**Daily Journal-World**EQUIPMENT : : :*

BASEMENT, Press Room

Duplex Press
Ink Pump
"Semi-Automatic" Control
30 h. p. G. E. Motor
Century Campell
Book Press, 35 x 50
Sheridan Automatic, 36-in.
Paper Cutter
Logemann Bros. All-Steel
Waste Paper Balers
Stereotyping Dept.
Miller Saw, with Router
Duplex Chuck Block
Duplex Plate Finisher
Duplex Metal Pot
Duplex Casting Box
Barnhart Bros. & Spindler
Linotype Furnace and
Flat Casting Box
Duplex Scorch-er
Keystone Hot Water Heater
Kewanee Heating Equipment
Oil-O-Matic Burner

MAIN FLOOR, News Comp. Room

Miller Saw
Cincinnati Time Recorder
Hamilton Cabinets
American Cases
Duplex Turtles
Lamson Copy Carrier
K. C. Elevator, 416-C
Intertypes, A and B
Linotypes, 5 and 8

Job Room

Ideal Heavy Type
Matrix Roller
Frey's Dry Mat Humidor
Miscel. Cases and Cabinets
C. & P. Jobbers, 12x18, 8x12, 7x11
Whitlock Pony Cylinder, 25x38

Business office

National Cash Register
Inter-Communicating
Telephone System
Burroughs Adding Machines
L. C. Smith, Underwood,
Royal, Smith-Premier,
Corona Typewriters
in all departments
Cincinnati Time Recorder

SECOND FLOOR, Bindery

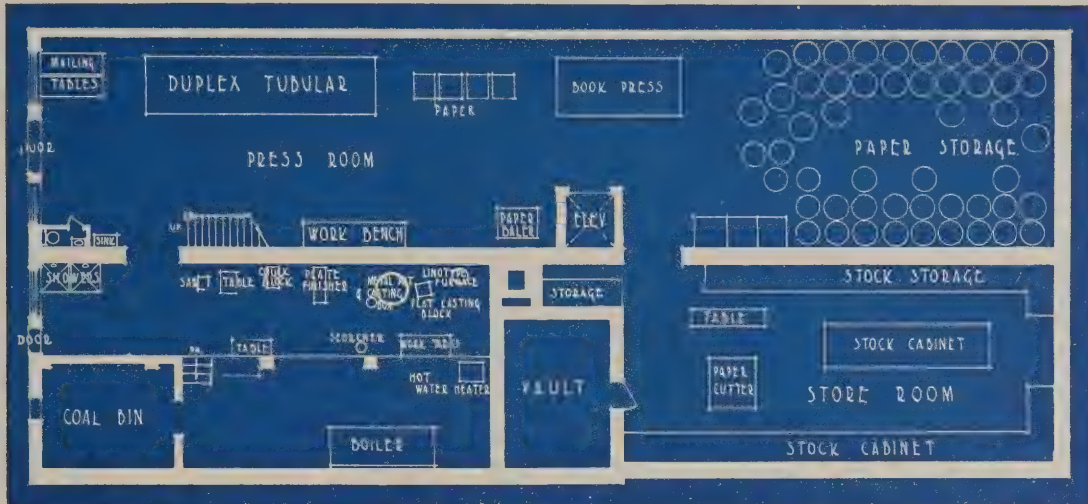
Portland Power Punch
Rosback Perforator
Cincinnati Recorder
Brown Folder, 25x36
Howard Standing Press
Latham Board Shears
Oswego 36-in. Cutter
Hickok 3-beam Ruler
Boston Power Stitcher
Singer Sewing Machine
Latham Stamping Machine
Barrett-Gravens Lift Truck

News Room

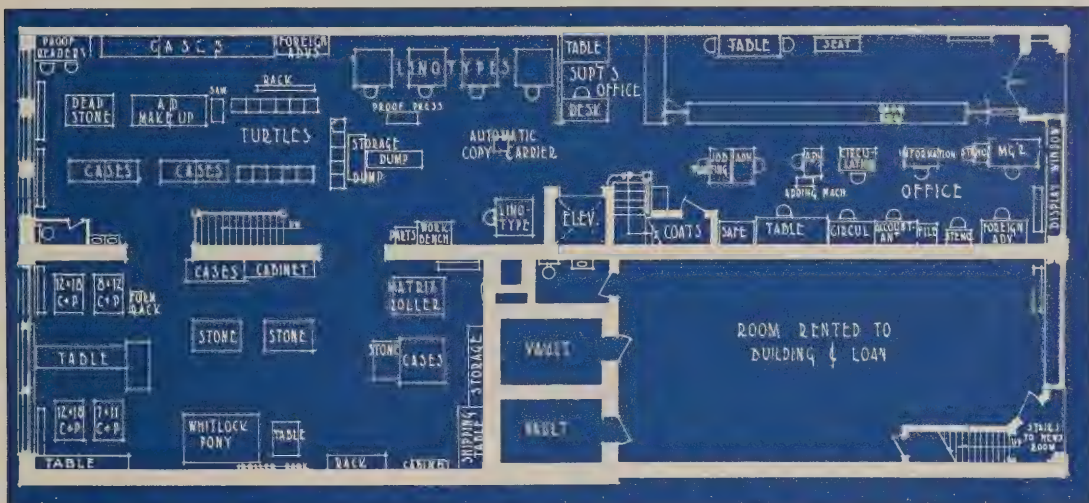
Typewriters listed above
Rouse Files

MISCELLANEOUS

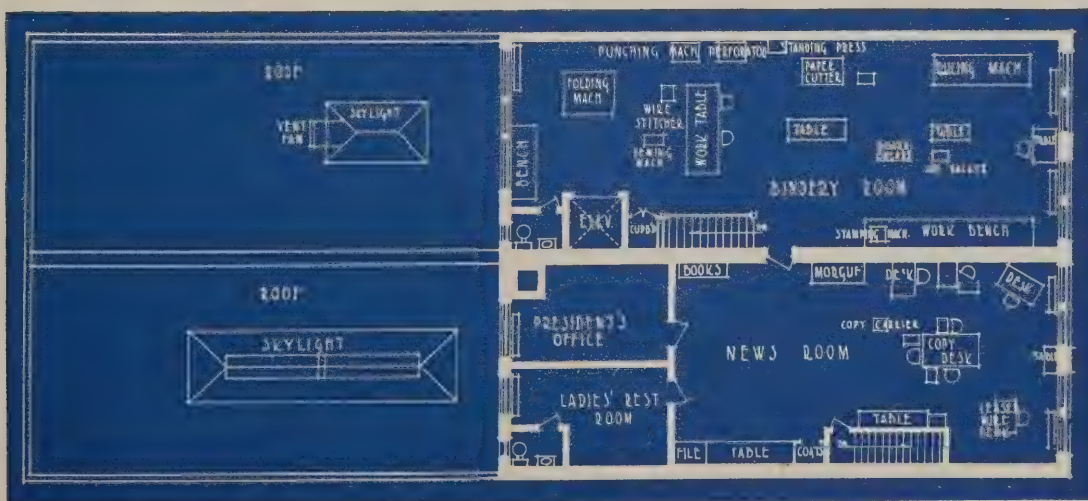
Babcock and Fire-Fighter
Extinguishers
25 Motors—G. E. Kimball



SUB-FLOOR: STEREOTYPING AND PRESS ROOMS, PAPER STORAGE



MAIN FLOOR, STREET LEVEL: OFFICE, COMPOSING ROOM, JOB ROOM



SECOND FLOOR: NEWS ROOM, EXECUTIVE OFFICES, BINDERY

LAYOUTS OF THE LAWRENCE (Kans.) JOURNAL-WORLD

ton stitcher, Singer sewing machine, and Brown folder, capacity 25 x 36 and less.

Every piece of machinery is operated by an individual motor, there being about twenty-five in the plant, mostly General Electric, but also a few Kimballs. There is a Booster pump to maintain sufficient gas pressure at such times as the pressure in the mains might be insufficient. This pump has not been used more than a half dozen times in ten years.

"One of the most useful conveniences in the office is a lift truck made by Barrett-Cravens Company," said Mr. Simons. "All stock both in the stock room and in process of manufacture is piled upon platforms under which the truck is placed, the platform lifted and the stock moved from place to place on the floor or by means of the elevator to other floors.

"Another money saver, has been the all steel waste paper baler manufactured by Logemann Bros. Company. Since this baler was installed nearly twenty years ago, the waste sold would figure several thousand dollars. Still another small but fruitful convenience is the ink pump used in filling the fountains on the Duplex Tubular Press. By means of the truck the barrel of ink is taken to the press and with the pump the fountains are filled without waste, muss or loss of time.

"The men greatly enjoy the shower baths in the basement. They come to work dressed in good clothes and then change to their work garments. At the close of the day, they take a shower, put on their street clothes and leave the shop looking as well as any other business men in the city.

"The *Journal-World*, while well equipped, recognizes from time to time



DOLPH SIMONS

Associated With His Father in Management of Daily, While Giving Half-Time to University Work

the need of other equipment, some of which will doubtless be added, but like all other shops it will never have everything. The plant can handle as many pages and print as many papers as the town will possibly demand for many years to come and in its job department can turn out anything from small job work to editions, loose leaf and leather bound blank books"

the supplymen in friendliness, in fair play, in fraternity, in sociability and in *constructive salesmanship for the benefit of the entire printing industry.*

At the end of 1924 there were 854 members belonging to the International Printers Supply Salesmen's Guild in the five cities, and 450 members-at-large. There are now over 100 additional members.

Meetings, except during the summer, are held once a month, at which occasion dinner is served and a speaker of note is present, who discourses on technical or educational subjects.

It must not be thought that these meetings are a clearing house for the trade, for they are not. The spirit of the literal meaning of the *Guild* prevails. The Annual Meeting of the International Supply Salesmen's Guild is held co-incidental with the United Typothetae of America. The U. T. A. has recognized the International as a factor in and for the printing trades.

WE hold that *Printing* is the greatest invention in history and has expanded to form the fabric of our present civilized and progressive life. We could not function in our present day thought and habits without printing.

As supplymen we feel that we are a sort of right-hand power to you. *To purvey to your needs and wants, to nourish your plants with new fodder, to replenish when needed, to keep your plants, young, efficient and vigorous—to have your confidence and earn your respect.* In return you may expect fair and honorable treatment, gentlemanly courtesy, and constructive assistance—anything less would be unworthy.

Printing has been called an Industry. Its product has been called manufactures. It is not only an industry but a great deal more. Born of art and brought up in rendering service, it can never give up its heritage nor habits entirely.

To be in a baronetcy of any industry is not the ideal to which any individual or group should aspire. If he does he is lost—his peculiar and lofty vocation is lost.

During the last quarter century, there has been a feverish growth of the output of printing.

Technical and physical problems are always present in printing. The technical skill required in all branches of printing comes only through lifelong experience and many trials.

It cannot be stepped into nor acquired readily, even under guidance of the accredited scientific experts of the regular schools.

A PRINTING plan is composed, in part or whole, of machinery, appliances or supplies, and working under conditions requiring knowledge of electrical, mechanical and building engineering, illumination, sanitation, air conditioning, chemistry, metallurgy, etc., as

When HE RAPS at th' DOOR

*Here's "A Slant Worth While," Upon the
Printing Supply and Equipment Salesmen*

By BERTEL O. HENNING

FOR more than a generation there have been outstanding figures among supplymen who serve the printing industry. They have contributed to a large degree towards the progress and development of the industry. Some of these men will be set down permanently in printing history. Others will be remembered by their devotion, helpfulness and unselfishness.

There is hardly any one engaged in printing but what can recall one or more outstanding supplymen who at one or more times have counseled him through perplexing trials—usually for the best.

Mindful of shining examples of the past through individual effort, a small group of supplymen organized

a Guild—first in New York, then in Chicago, and later in Philadelphia, San Francisco and St. Paul. What was most particular in mind was more cohesion of

*HE never was gifted at swelling
Plain facts with a stuffing
of pride—*

*Like some, so much occupied selling
Themselves, they sell little be-
side.*

*He seemed somehow to lack that
most coveted knack
Of explaining, as other men
could;*

*And so, to dispense with the need
of pretense
He simply—made good!*

required for the production of printing according to present day conditions and demands.

It is doubtful whether any other single industry is housing such a varied number of the sciences as to the means of their respective productions, as required by printing.

The technical printer is entitled to know the nature of the material he used and the means to handle it—the uses and limitations thereof, and why.

All matter in a printing plant is subject to the laws of physics. There will never be a "royal road" for the production of printing. Like human beings, material is not stable—constant changes in form, governed by natural laws, are going on all the time—some quickly and others at long duration.

Only knowledge applied can arrest deterioration, for instance; or, co-join the several operations necessary to maintain a sense of uniformity.

There has never been, in a full sense, any great revolution in the method of printing—and it is quite likely there never will be. But, multiplications of units, speed, and the acquisition of contributing departments have greatly added to the complexity of the industry—and will more so in the future.

Therefore, it seems that the art and craft of printing, like the nerve system of the human body, is surrounded by functional departments, conditions and matter, which will require the utmost intelligent application to co-ordinate to make a completed printed product.

In addition to the common selling of a supply man, he often acts as an expert or authority to the printing trade. If he is incapable of doing it himself, he searches for the information or obtains it from the organization which he represents. Or, he obtains it from the member of the Guild and passes it on to the inquirer.

LIKE the craftsmen who share their knowledge, so the Guild member shares his knowledge on technical subjects.

This benefit reflects to the printing trade. Therefore, the huge complexity of printing production is met by the supply man, the craftsman, the master printer and the workman in the manner which is without fuss or perplexity.

With this combination the future holds no fears. Our growth and development will be mutual.

THIS article is based on an address by Mr. Henning to the International Association of Printing House Craftsmen, at the 1925 annual. "NPJ" has frequently expressed the belief that it is far more than a matter of courtesy to receive the salesmen—that, indeed, every call may be made profitable; and, it depends largely on the man behind the desk!

—J. L. M.

ROOSEVELT—There is only one quality worse than hardness of heart; that is, softness of head.

ROSES ON THE THORNS

Overly, Chillicothe (O.) News-Advertiser,
Sees the Flowers All the Time; Sells 'em

By RAY MEYRICK

WRITING heavy, immature woe-ful editorials about the "used car situation" in the automobile dealers' field, is one way. Getting up sales-advertising ideas for the dealers who have the used cars on their hands, and selling them a proper modicum of space, is another way. It pays the dealer and the paper.

That about covers the idea of O. O. Overly, advertising manager of the Chillicothe (O.) News-Advertiser. It is an evening-except-Sunday daily with around 5,000 net paid, and a weekly edi-

tion with almost as many subscribers. Chillicothe is a manufacturing and railroad town, in a rich agricultural locality; has 17,000 people and surrounded by 40,000 in Ross county. The News-Advertiser is especially well equipped to use illustrations from mats. It uses the Bonnet-Brown service, particularly for feature pages. The used car stunt was one. The "heading page" was another. Mr. Overly is always and ever putting on another—"Newlyweds," "The June Bride," "Wedding Gifts," are recent examples. (TURN THE PAGE)



What Do You Say?

1. Now, Watch 'Em Bite

Pretty good fishermen—these fellow chaps show "Some you're going to have 'em back, too, this summer!"

You will if you equip yourself with High Quality Fishing Tackle obtainable now at—

Cameron-Kramer Hardware Co.

2. No Wonder She Smiles

How lovely! Just like new! She didn't think it was possible to make that Summer dress do for another vacation.

We just gave it an Expert Dry Cleaning and made her happy. May we do as much for you?

LANG'S
94 W. Second St.

3. Indispensable! Take It With You Folks

Beautiful scenes. Humorous incidents. New friends. You encounter them every year on your vacation.

Preserve these pleasant memories for all time with an Instant Kodak. On sale now at—

CHAS. F. SCHLEGEL & SONS
Jewelry and Optician
41 N. First St.

The only place in the city where films are developed free

4. Travelers! Take Note

When it comes right down to packing up for that vacation trip, you had a dozen and on-they're you'll want to take along. Then—what to get them?

Before starting—better see our line of high-grade line of luggage for every purpose and you profit.

J. M. REPPLE
Car Water and Walnut St.

5. Forewarned Should Be Forearmed

If you're planning to "hit the road" for a vacation (and this year, you better figure out whether your car is all equipped to "do the trick.")

There's the Baggage-Carrier to be thought of. A Spotlight for night driving. Spare Tires for slippery roads. And—well, just name these off—

Cordrich Shorten Cord Spare Tires, Tires, Automatic Windshield Wipers, Motorists, Motors.

H. S. KAY
East Main Street

6. How Absurd! Vacationing Without Cigars

It's better to be a "mile from nowhere" on your vacation and out of smoke. And you, that's apt to happen to any man.

Better take precautions. The day before you set out, stop in and pick a few boxes of El Producto Cigars. It's one of those smokes that "taste like a million dollars."

THE CIGAR STORE
R. First Street

7. Here It Is! The Ideal Pen

Friends and folks back home will miss you while you're on your vacation. And a letter from you will prove as welcome as a cool, refreshing drink on a hot day.

So take along a Sheaffer Fountain Pen. It's a pleasure to write with and certainly indispensable.

O. J. FUCHS
N. First Street

8. Double the Charm of Your Vacation

Camp "out on your vacation this summer? Then—keep in touch with the world and while every moment is pleasant here by sending a De Forest Radio Set as your companion.

We have several 5-Tube Sets with loop aerials and loud speakers that are just what you want for that trip. See them.

WISLER ELECTRIC CO.
41 N. First St.

9. Happy On the Way

Have the "fun" of your life "seeing the country" on your vacation this year. Take your time, enjoy the scenery and travel in comfort. It can be done—

CHANDLER OR CLEVELAND

Exceptional Used Car Bargains here, too. Stop in and see them. Liberal Terms.

MILLER & TETER
24 W. Main St., Phone 329

10. Look!! In Spite of that Sun

The sun may not like it but you'll enjoy the eye comfort you can get with a pair of our specially ground Sun Glasses. They're a necessary vacation adjunct.

SIGLER
Remedy's Building—Opp. N. First

11. Remember! An Ounce of Prevention

The bug is on you if you make yourself the target for boring bug's eyes. But so much of a laugh for you, however. But—your pocket! Better protect your skin with preventive lotion in two places.

J. HAROLD HOWSON
Car, Water and Walnut

"HEADING CONTEST" BY CHILlicothe NEWS-ADVERTISER

Ohio Paper's Advertising Department Sold the First Run of This, Without the Headings, in Two Hours and Five Minutes; Cut Shows the Second Run, With the Prize-Winning Lines

DEPARTMENT STORE & SPECIALTY SHOP ADVERTISING AND OTHER EXPENSES

From Annual Report Just Issued by HARVARD University
Graduate School of Business Administration, Bureau of
Business Research; Study for Newspaper Advertising Men

DEPARTMENT STORES WITH NET SALES

Net Sales=100 Per cent.

Main Divisions Number of Firms	\$1,000,000 and Over		Less Than \$1,000,000		SPECIALTY SHOPS	
	1923	1924	1923	1924	1923	1924
	163	163	403	399	41	46
	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
Salaries and wages	15.4	16.2	14.2	15.3	14.8	15.9
Rentals	2.8	3.0	2.3	2.3	3.4	3.5
Advertising	2.9	3.2	2.0	2.2	3.8	4.1
Taxes	0.5	0.5	0.7	0.7	0.3	0.4
Interest	1.8	1.9	2.5	2.6	1.7	1.9
Supplies	1.2	1.3	0.65	0.75	1.1	1.1
Service purchased	0.6	0.6	0.7	0.75	0.7	0.85
Unclassified	1.0	1.0	1.0	1.1	1.0	1.0
Traveling	0.4	0.5	0.35	0.4	0.6	0.7
Communication	0.25	0.25	0.25	0.25	0.3	0.35
Repairs	0.25	0.25	0.2	0.2	0.2	0.35
Insurance	0.35	0.3	0.5	0.55	0.45	0.55
Depreciation:						
Losses from bad debts	0.2	0.25	0.3	0.35	0.3	0.35
Other depreciation	0.6	0.7	0.5	0.6	0.7	0.8
Professional services	0.15	0.15	0.1	0.15	0.2	0.25
Total expense	28.4	30.1	26.3	28.2	29.6	32.1
Gross margin	32.0	32.1	28.2	28.5	32.9	33.0
Net profit	3.6	2.0	1.9	0.3	3.3	0.9
Stock-turn (times a year)	3.7	3.5	2.4	2.3	5.9	5.0

COMMENTING on the showing, the Fairchild Publications, New York, the leading experts in the American textile and allied fields—manufacturing, wholesaling and retailing—have this to say on the sub-division of advertising

Rent and Advertising Costs Up

"Rental costs and advertising were higher in 1924 than in 1923 for stores in the \$1,000,000 and over group. The increases were 2 per cent and 3 per cent, respectively. While the rental variation was downward according to increase of stock turn, it was upward where the basis was the volume of sales and the size of the city. In other words, the highest ratios were incurred by firms with net sales of \$10,000,000 and over, and by stores in cities of 400,000 and over.

"The trend was not quite the same for advertising costs, the figures showing a low of 2.8 per cent in cities less than 50,000 population to a high of 3.7 per cent in

cities of 400,000 and over, but a low of 3.1 per cent of net sales for 20 firms, each with sales of \$10,000,000 and over as against a high of 3.3 per cent for 31 firms with net sales between \$4,000,000 and \$9,999,000. The medium of 3.2 per cent was made by 117 firms with net sales in the lowest volume class, between \$1,000,000 and \$3,999,000.

"Of course advertising as used in these calculations refers only to newspaper space costs and does not include those other items that come under the functional heading of publicity.

"It is significant to note in both these major expense items that whereas the advertising and rental costs are higher in the department stores with net sales of \$1,000,000 and over than in those stores with net sales of less than \$1,000,000, they are considerably lower than in the specialty shops whose reports were included in the study."

CRAFTSMEN'S CHIEF Enjoys BROAD EXPERIENCE



GEORGE A. FABER

President, 1925-6, International Association of Printing House Craftsmen

THE new executive, advanced from the first vice-presidency, is the head of the Specialty Press, Milwaukee, Wis., and has given 26 years to Craftsmanship, beginning as "devil" at Rooney & Otten Publishing House, New York City. Subsequent connections were: New York Commercial, Appeal Printing Co., Law Printers of New York City. He learned all forms of machine composition.

For two years Mr. Faber "toured," working in many large cities from coast to coast, and Gulf to Canada. Since then he has been employe and executive with the De-Vinne Press, and the Winthrop Press of New York; Meyer-Rotier, Milwaukee; Feister-Owen Press, Milwaukee; J. W. Clement Co., Buffalo; Meyer-Rotier, Milwaukee; executive secretary, Milwaukee Graphic Arts Exposition (1924), and Specialty Press, Milwaukee.

Mr. Faber's experience includes sales as well as all other departments of commercial printing, and trade composition.

cuts I used in our special edition were collected from the cut service for the last three years. I want to say they certainly came in handy for, without them, the ads would not have been as effective."

Following this interesting stunt, Mr. Overly succeeded in putting on the Vacation Heading Contest-Ad page.

PICKING ROSES OFF USED CAR LEMONS

(Continued From Page 21)

TEN pages of ads of automobile dealers and their fellow supply and equipment dealers were carried in a recent single issue, and the whole stunt sold hosts of used cars off the dealers' hands. Mr. Overly said:

"I told all the automobile dealers that this paper was going to put on a 'Used Car Week' in Chillicothe. And that by co-operative advertising they could create a bigger market for used cars.

"Some of the dealers only wanted to use small space but, to combat that, I told them that they would only get out

of the proposition what they put into it. By using small space they could only expect small returns, and that what we wanted was big returns.

"Did they get it? I'll say they did. THEY SOLD 18 CARS THE FIRST DAY! And they were certainly very much pleased!"

"I went a little further and asked the dealers to print big signs on their show windows telling the people that it was 'Used Car Week' in Chillicothe. And they did as requested. Some of them even listed their cars on the windows! It all helped to make the event the fine success that it was.

"You, no doubt, know what the used car market is at the present time. The

Editorial

By JOHN L. MEYER

Managing Editor, National Printer-Journalist

IT IS given to some to leave monuments which shall shine down the centuries in the forms of pictures; to others, in the poetry or prose of grand ideas; to others, in the granite of achievement and material contributions of unending value in the present and to posterity.

Records are made of these things. They are never complete. They never can satisfy those who had good acquaintance with the Founder and with the Builder. They can't satisfy the reality, the innermost. The printing press, at least in these past 400 years, is the World's recording tool. The tool is adequate enough. Men's thoughts and words and tongues are never adequate enough. Without the tool—would they not be even far less?

IRVING L. STONE, founder and builder of the Duplex Printing Press Company, Battle Creek, Mich., was one who enjoyed—and he surely did enjoy it—the rarest opportunity of all: His monument is, at once, that which Did and Served, and that which records; that which will continue to Do and to Serve, and will continue to Record.

"This man *understands*." "He understood *me*." The men and women who reflect that wise as they hear of Irving L. Stone's passing — at 84 — number hundreds and hundreds. I count myself as one of them. Born in Vermont, coming west in an ox cart, teaching school within a pebble's throw of the great physical legacy he leaves, inspiring and founding a great business of concrete service to mankind, he was always a Scholar of Experiences. He not only knew his classics, traveled, met up with great lights of American and foreign life,



1841 — Irving L. Stone — 1925

Founder and Builder of the Duplex Printing Press Company, Battle Creek, Mich.

but he was at heart a Friend—the kind that never starts with self, or criticism, or resistance; but, the open, inviting, listening and bearing kind of a friend. Not to a chosen few, either. But, to as many as came for friendship, openly and frankly. Then, "he would *understand*." *Always* understand. Gently, interestedly and interestingly, and with integrity.

Seeking truth becomes less of a task, is less discouraging,—indeed, becomes a pleasure—with such ensamples as Irving L. Stone. It may be that truth is self-existent. It may be that truth is ever in the making; yet what of that? This man helped another, and yet another and another, to search, and listen,—and DO!



National

Send An Idea

PUBLISHER-PRINTER ROUND TABLE

Covering the United States and Canada



DOES NEW THINGS IN NOVEL WAYS

How David City (Neb.) Butler County Press, Headed by Clark and Owen, Invents and Adapts Many Good Ideas

By JOHN L. MEYER

HERE is a brief review of a group of "experiences and ideas-used." While "NPJ ROUND TABLE" has and will continue to present timely and useful items from all parts of the U. S. A. and Canada, in departmental and classified, briefed form supplementing the larger experience stories each month, an exception is being in the case of Charles F. Clark and his David City (Neb.) Butler County Press, a lively weekly. J. H. Owen is business manager. Mr. Clark furnished an unusual assortment of plans and methods. They contain food for thought for every publisher, city as well as community. So, we are "bunching" them as this month's "lead" for the department.



Mr. Clark's weekly is \$2 a year, paid in advance, and every letterhead and issue carries the message "Subscription list on Cash Basis—NO PAPER SENT AFTER EXPIRATION OF TIME PAID FOR." He is equipped to use mats. The circulation (sworn) recently was directorized as 1,711 net paid, and has shown a steady growth. The Press was established in 1873 and is the oldest paper in the county of Butler. The letterhead also says: "Democratic; Representative of the Political Party in Majority in County." This and other striking lines are used in the paper itself, and in all manners of ways. David City has 2,500 people, and the county 16,000. It is 75 miles west of Omaha on several of the great railroad lines. The town is a shipping center for farm products. There is some manufacturing.

**TAKES EXCEPTIONS TO ENDORSEMENTS
GIVEN BY PRESS ASSOCIATIONS**

MR. CLARK has repeatedly taken opportunities to boldly fight things in the newspaper-job field which he believes detrimental to the interests of the business as a whole. He

has frankly disagreed with association leaders, sectional and national, on the problems involved in the postal rates as affecting the advertising volume of newspapers. In a letter to "NPJ" he said: "It is my belief that properly conducted country papers have nothing to fear from dailies and national weeklies, and that the dailies and national weeklies are really of advantage to country papers in the development of volume of advertising."

"Some years ago I learned that the man who gives much time to watching competition and chafing thereat, is crippling himself in efficiency."

Mr. Clark stated that he felt a sense of humiliation, and more, as to endorsements by press organizations "on zoning and postage rates which penalize advertising."

"This feeling," he continued, "is not over the time required to measure and record and report the percentage of advertising and of reading in each issue, for knowledge of that is

**REPORT OF PUBLIC SALE
For The Press, David City, Neb.**

Name

Location

Total of sale..... \$.....

Top price and other good prices for horses.....

.....

Top price and other good prices for cows.....

.....

Top price for hogs

Top price for sheep.....

Top price for chickens.....

Prices for principal farm machinery

.....

Estimated attendance at sale

How many purchasers?.....

How many purchasers gave notes?.....

Remarks

.....

Is Mr.....moving away? If so, where?.....

.....

If bought farm, where and how many acres?.....

.....

Send to Butler County Press, David City, Neb.

GETTING THE NEWS OF PUBLIC SALES PROMPTLY

*David City (Neb.) Butler County Press Employs
Blanks, Mails and Correspondents to Get Facts*

"NPJ" ROUND TABLE

(CONTINUED)

useful to the publisher toward improving his record; nor is it because of increased cost of postage, which to the average country paper is not at all a large total."

Mr. Clark also took pointed exception to advertising rates of ready-prints, saying: "While these rates may be all that advertising on the ready-print pages are worth, which I do not believe, they in their ridiculously low rate per 1,000 of bulk circulation constitute destructive competition, depreciating in the minds of the national advertisers the value of advertising in country papers in general and discouraging the placing of such advertising in country papers printing all pages at home, or on the home-print pages of papers using ready-prints whose publishers charge reasonable and self-respecting rates for advertising space."

REPORT OF BUILDING For the Press, David City

Name of Owner
 Location (Name of Street or Township)
 House front faces
 Estimated cost
 Style of architecture
 Character of construction (Frame, Brick or Stucco)
 Size of House
 Number of Stories
 Number of rooms on each floor and arrangement of same

 Finish of floors and woodwork

 Porches, (Size and Location)

(SEE OTHER SIDE OF THIS SHEET)

REPORT—CONTINUED (REVERSE SIDE)

Conveniences and Fixtures (Furnace, Electric Lights, Water System)

Basement (Depth, Size, How Arranged)

Remarks:

Please fill this report in each detail, so that complete description can be given in the Press. Send to the Press by return mail.

(SEE OTHER SIDE OF THIS SHEET)

EIGHT-AND-A-HALF BY FIVE-AND-A-HALF

News of New Buildings, Local and Farm, Gets Ample and Prompt Attention, Through Reports; All the Blanks Used Are Similar in Design

NOVEL CURVES PITCHED, BOTH TO THE READERS AND TO THE ADVERTISERS

ON THE editorial page Mr. Clark carries an unusually complete although brief masthead. It is reproduced on page 26. Note the "briefed" advertising rate statement and then, again, the home telephone numbers of the two executives.

When the *Press* sends out a sample copy, it is always one that has been specially imprinted in red at the top of the front page. Note illustration on page 26, and text used in a recent instance in the red lines.

The form letter used to advise subscribers of the expiration of subscriptions reiterates the fact that the paper will be stopped when the last subscription payment expires. One said this:

"You will not miss any issue of the *Press* if you renew your subscription promptly in response to this notice, *which is sent you as a matter of courtesy*. Mail us a check right now while you have it in mind. It will be a pleasure to us to receive a prompt renewal. A receipt will come to you by return mail. Enclosed is remittance form and printed-address envelope for your convenience."

Advertisers who are solicited by mail or in person often receive special letter-insert slips, and here is the text of one which to us appears as unusual; it is a very simply made-up slip:

THESE FOUR THINGS (Front)

are done by the publisher of *THE PRESS, DAVID CITY, NEBR.*, promptly upon receipt by mail of an order for advertising at the rate of the Press:

1. Wrappers are written for sending papers showing insertion of the advertising and filed for forwarding on publication day; or if the order be for a number of insertions, entry is made for putting address of the patron in type for addition to the regular mailing list.
2. The order is recorded in the Advertising Record Book.
3. The copy or plate and schedule of insertions are called to attention of the superintendent of the paper, who at once makes entry in a record book in the advertising room.
4. Acknowledgment of receipt of the order is sent.
(over)

(Reverse Side of Slip)

There is no postponing of any of the series of acts in this system; and they are done in sequence as stated.

It is a system designed to make doing business with the *Press* easy and satisfactory.

Statement of account is sent promptly.

When so requested, pages of paper showing insertions are sent in sealed envelopes under first-class postage. Each page of the *Press* has at top a line showing name of paper, place of publication and date of issue.
(over)

FORMS USED TO GET NEWS MATTER FACTS FOR THE EDITOR; USEFUL IN OTHER WAYS

IN THE body of this story will be found resets of forms used by the *Press* for news gathering purposes; and, no doubt, they also furnish facts for every other division of the business to work upon. The nature of the questions included is very interesting and instructive, as will be obvious on careful analysis.

One of the forms is "Report of Building," another, "Report of Public Sale." For the sake of brevity, the spacing of the blanks is not exactly observed herein, but any publisher can easily see the relative amount of space and lines to allow for the various questions.

Recently the *Press* ran the following (in part) editorial, which shows a method for handling a circulation problem, as well as indicating the militant policy of the business department of the paper:

TO PRESS PATRONS—AND OTHERS

THE Butler County *Press* is the oldest paper in Butler county; it is the largest also, on account of favor of its patrons in giving orders for advertising; it is the newsiest also, every week

"NPJ" ROUND TABLE

(CONTINUED)

carrying more news of David City and Butler county than any other paper. Naturally and inevitably these matters of superiority give the *Press* the lead in bona fide paid-in-advance circulation, the kind of circulation of most advantage to advertisers.

"Circulation of the *Press* is tabulated each week and an advertising patron of the *Press* can at any time obtain a dependable statement of the net paid circulation of the *Press*, classified as to number in Butler county and number going to subscribers outside the county. Such patron can obtain on request a statement showing number of subscribers of the *Press* at each post office and on each rural mail route in the county.

"If an advertiser desires to inform himself as to the relative standing of David City papers in point of bona fide net-paid circulation the *Press* suggests this practicable plan: A Press representative in company with the interested advertiser will, permission being given, make a count of the bona fide paid-in-advance subscribers of the other David City paper, as shown by the dates after the names on its mailing list; and a representative of the other David City paper in company with the interested advertiser will be permitted to make a count of the bona fide paid-in-advance subscribers of the *Press* as shown by the dates after the names on the *Press* mailing list.

BUTLER COUNTY PRESS

C. F. CLARK Publisher
J. H. OWEN Business Manager
FLORENCE JOHNSON City Editor

PUBLISHED EVERY THURSDAY

Entered at Post Office at David City, Neb.,
as Second Class Mail Matter.

SUBSCRIPTION RATES

One year, in advance.....\$2.00
Six months, \$1.00 Three months, 50c
The Press is not sent after time paid for expires.

ADVERTISING RATES

Display, per column inch 25c
Composition 10c per inch additional
Locals, per line 7c
Locals, caps or small caps, line 12c

PHONES—Press office 59

C. F. Clark residence 58
J. H. Owen residence 290

THURSDAY, AUGUST 20, 1925

"FLAG" CONTAINS MOST OF THE ESSENTIALS

*If It Were Amended to Make It Just a Little
Easier to Find the Name of City and State (?)*

"The United States Post Office department does not recognize as a subscriber to a paper anyone who is more than a year in arrears in payment of subscription, and a publisher who persists in sending his paper to a subscriber delinquent more than a year is amendable to charge of postage of two to four cents per copy, stamp attached. A law of Nebraska also limits the definition of what is a subscriber to a paper, definitely stating that payment cannot be exacted by law if a paper is sent beyond the time ordered and paid for.

"Subscribers who are getting the *Press* are getting it because they want it and because they know that when time paid for expires it stops coming, that there is no bill running up, and that there is no free list.

THIS SAMPLE COPY

COUNTY PRESS.

It will give you Personal Compliment and an invitation to become a subscriber to the Butler County Press. Please Compare it to other papers received, and to other newspapers and its operation. The Butler County Press is as easy to stop as to start. It is sent you for six months. One Dollar buys it for six months. \$2.00 for a year. Receipt for return mail.

The Press is \$2.00 a year and the paper stops coming when time paid for expires. There is no bill running up. The paper ordered after midnight whatever date it is sent after immediately paid.

CITY, NEBRASKA, THURSDAY, MAY 21, 1925. FIFTY-SECOND YEAR—No. 35

MEET, DAVID CITY CHURCH NEWS AT MEETINGS OF THE CLUBS. GAVE A SPLENDID CANTATA. ITEMS OUT OF THE ORDINARY.

and, U.S. National of Special Services. Kansas Association of the Pressmen and Editors. (Printed)

TEXT OF SPECIAL IMPRINT SHOWN HEREUNDER

"This Sample Copy is sent you in Personal Compliment and as an invitation to become a subscriber to the Butler County Press : : Please Compare it in Size and Contents, and its Merits as a County Newspaper will be apparent : : The Butler County Press is as Easy to Stop as to Start, for it stops coming when time paid for expires : : One Dollar buys it for six months; \$2 for a year. Receipt by Return Mail."



"The *Press* does not play favorites. It has the same rule for all, wherever the subscriber, the rule in practice by practically all successful publications, the rule requiring payment for the paper at the time ordered. There's no bill running up.

"Nor does the *Press* play any favorites in the matter of advertising. Every patron pays the same rate for same service.

"The *Press* has a proper pride in doing business in self-respecting business manner, and its patrons steadily increase in number in consequence. And they remain patrons from year to year."

MANAGEMENT : ACCOUNTING

PERCENTAGE OF LOSS ON BAD ACCOUNTS

Harvey J. Kelly's survey of the Pacific Northwest Newspaper Association on this subject shows nine returns, as follows:

1. Three-fourths of one percent.
2. 1.15 per cent.
3. One-half of one per cent.
4. Loss 1921—.63 per cent.
Loss 1922—.88 per cent.
Loss 1923—.77 per cent.
Loss 1924—.91 per cent.
5. Two per cent.
6. One fifth of one per cent.
7. 1 per cent.
8. .58 per cent.
9. .0818 per cent.

WHAT IS THE COST SYSTEM DOING?

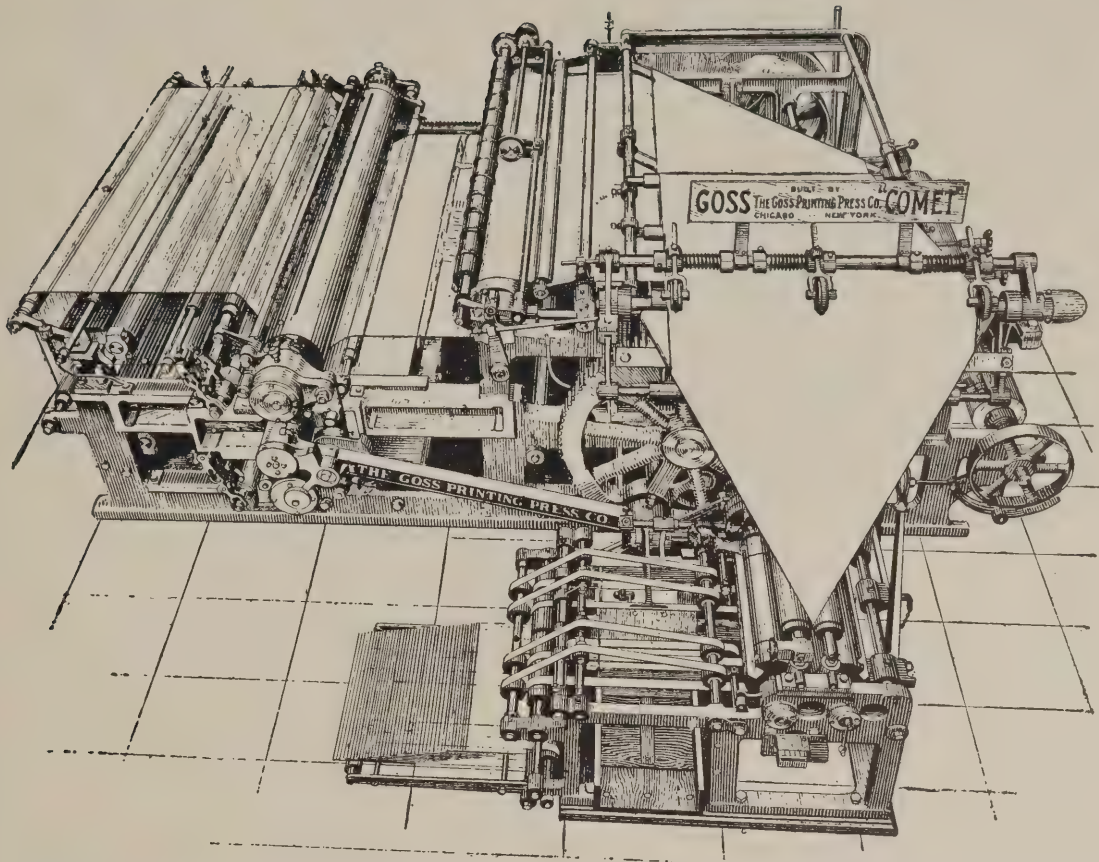
Here's something from *Wood Turning*, one of the six companion publications of "NPJ," Trade Press Publishing Co., Milwaukee, Wis., which is "good for printers:"

"Does your system do all of these things:

- 1—Give you up to date costs, not merely history?
- 2—Aid in stabilizing your wages and piecework rates?
- 3—Point out defects in your routing system?
- 4—Help you maintain a perpetual inventory?
- 5—Increase your production?
- 6—Measure your overhead?
- 7—Detect new overhead expense?
- 8—Point out leaks in expense?
- 9—Encourage your employees?
- 10—Promote intelligent competition?
- 11—Point to non-profit paying lines?
- 12—Permit you to bid safely?

GETTING AVERAGE COSTS PER COLUMN

The New England Association has just made a survey of composing room costs, requiring the name of the city, name of the paper, population of the city, and number of inches to the column. Then it has four questions. It says add all hours in the composing room in the month of of all employees, including superintendent, foreman, machinist, apprentice proof readers and copy holders. 2—Multiply that result by 60, which



The Goss "Comet" Flat Bed Web-Perfecting Press folds as it prints 3,500 four, six or eight pages per hour of a 6, 7 or 8 column newspaper from type forms or flat stereotypes and roll paper. The column length can be 20 to 21 inches. The cut of sheet is 22 inches. A 12 x 12 foot floor space accommodates the press. A 5 H. P. motor will drive it. The Goss "Comet" has but half as many composition rollers as other flat bed presses and these rollers are interchangeable. It is also equipped with former, rotary folder (metropolitan press type), thumb screw ink fountains, narrow margin chases and all the other latest, patented Goss devices that have been found necessary to perfect a newspaper at lowest cost.

"How Often Does the Web Break?"

PUBLISHERS accustomed to sheet fed presses frequently evince some anxiety concerning the breakage of webs on a web press.

As for the Goss Comet we are pleased to say that we have received many unsolicited letters from its users, some stating that they had not broken a web for six months, others for a year, and still others for longer periods.

The consensus of experience, among users of the Comet, is that the perfection of its construction and

the ease of its operation render web breakage a negligible consideration.

Built by the same mechanics and in the same shops that turn out the big presses for the world's leading metropolitan newspapers, the Goss "Comet" is likewise of the same quality, backed by the same reputation and the same "sleepless service" that is relied upon by the largest publishers.

Foundation plans gladly furnished on application. Write for Catalog.

THE GOSS PRINTING PRESS CO. • CHICAGO
The Goss Printing Press Company of England, Ltd., London
Messrs. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent



"COMET"

LITTLE BROTHER TO THE BIG PRESSES THAT PRINT THE METROPOLITAN PAPERS

"NPJ" ROUND TABLE

(CONTINUED)

will give the total number of minutes. 3—Get the number of columns of each issue published in the month of 4—Divide the total number of minutes by the total number of columns, giving the average minutes per column.

RENT IS CHEAP—OVERHEAD IS LOW (?)

Ben Durr, secretary-treasurer of the Washington (D. C.) Typothetae, gives this in a recent bulletin: "One of the pet delusions of the employing printer who lacks adequate accounting methods is expressed in the heading of this spasm. Rent and overhead are thought of—by such a printer—in terms of dollars and cents, as "That big firm pays five hundred a month rent, while I pay only fifty." It isn't the amount of the check to the landlord that counts, it's the number of cents for rent that have got to come out of each hour sold to the customer. The firm that pays ten times as much rent may sell fifteen times as many hours, which makes the *rental cost of the sold hour* cheaper. Just to prove it, read the following figures compiled by the U. T. A. from a volume of sales amounting to \$58,000,000 in 1923:

<i>Shops with Plant Investment of</i>	<i>Percentage of Rent to Sales</i>	<i>Percentage of Overhead to Sales</i>
\$10,706.27	5.12	23.63
13,893.01	3.88	23.99
24,852.87	3.37	20.69
52,633.99	3.16	20.21
79,614.68	2.52	20.04
170,407.92	2.81	16.04
261,433.72	2.84	18.42
276,201.15	2.44	15.14

LOWER COSTS ARE COMING

George K. Hebb, president of the U. T. A. to the Photo-Engravers' annual: "This is a period of specialization and consolidation in the printing industry; hence its turmoil. Lower costs are coming—not cut prices, but lower costs. Then more printing will be used. This is true unless Henry Ford is wrong."

New Newspapers, Offices, Plants

San Pablo (Calif.) Bee.
Boynton (Fla.) Progress.
Bushnell (Fla.) Sumter County Tribune.
Miami Beach (Fla.) Beacon.
New Ponona (Fla.) Putman District Progress.
Arnold's Park (Ia.) Bulletin—E. R. Deater.
Idaville (Ia.) Enterprise.
Long Island (Kans.) Press—B. G. McCoy.
Cosmos (Minn.) News.
Hastings (Minn.) Minnesota Veteran.
Hastings (Minn.) Standard—David E. Cuppernull.
Mountain Lake (Minn.) Observer.
Avoca (N. Y.) Press—Geo. E. Tripp.
Humboldt (Nev.) Star.
Jefferson (N. C.) Ash County News—R. F. Wellons.
Statesville (N. C.) Evening Ledger.
Dodge (N. D.) Herald.
Fargo (N. D.) American.
Agra (Okla.) News.
Cherokee (Okla.) Alfalfa County News—C. L. Wilson.
Davenport (Okla.) Dispatch.
Quinn (S. D.) Star.
Central Point (Ore.) American—Wallace G. Trill; printed from plant of Medford News.
Friona (Tex.) Star—John White.
Wytheville (Va.) News.
Kennan (Wis.) News-Letter.
Hulett (Wyo.) Crook County News.

SELLING JOB WORK

"HOME BREW" : : BY GOSH

The Woolverton Printing Co., Cedar Falls, Ia., gets out a monthly "house organ" on a blotter, entitled as above. The "page"—it runs the long way of the blotter, two columns—consists of snappy little promotional paragraphs, usually garnished and seasoned with a special offer—rather, specific offers, not price inducements.

MAKING ESTIMATES; WHO PAYS?

Taxes are handed down to the ultimate consumer, every time. Printers still "make estimates" and furnish layouts and specimens "on speculation". Who pays? Usually the printer. The Printing Trades Division of the Los Angeles (Calif.) Mer-

chants & Manufacturers' Association is issuing circulars to local buyers of printing pointing out some of these evils and by-product evils.

GOOD REMINDER-REMINDER

"You may have been in business at the same old stand for ten or twenty years . . . there are lots of people who have fine forgetteries . . . and new folks are always moving in. Better keep right on advertising your business. Then you are taking no chances."—Minneapolis (Minn.) *Empeco News*.

PUTTING ACROSS THE INDUSTRY

Wichita, Kans., now has an organization named "The Printing Industry of Wichita". They set aside September 5 for a public demonstration to the citizens of the value of the industry to the city. All employees, was the plan, do all their shopping before 3 p. m., Saturday, Sept. 5. Each hands the merchant a card, on the back of which is the question: "Where do you buy your printing and lithographing?" The next day, Sunday; the next, Labor Day. Everybody keeps track of purchases. The returns are tabulated and analyzed and used. A barbecue picnic—prizes to employes buying the most, etc.

BUSH-WA, AND THEN SOME

Some printers who issue house organs are falling for a "new idea" which praises and lauds and be-lauds the 1½ cent postage, replacing the 1-cent postage used for many purposes before the new rates went into effect. This idea, to be blunt: The new stamp fools the public. "Everybody knew the one-cent stamp. So the prospect getting the mail was prejudiced at the outset". Now the 1½ center "is received with all the honor of first-class matter." *Think of it; in this age!*

GOVERNMENT ENVELOPES

U. T. A. publications state that a bill limiting the government printing of stamped envelopes, will be presented in Congress. The corner card would be nothing more than a blank line and name of city and state.

PRODUCTION ANGLES

CONSIDERING 12-EM COLUMNS

By G. L. CASWELL, Field Manager Iowa Press Association—"Occasionally some publisher of a weekly newspaper asks about the possibility of adopting the 12-em column as a standard and making the 6-column page a 7-column. The plan has already been adopted by several model weeklies in Iowa, notably the *Spencer Reporter* and the *Iowa Falls Sentinel*. Nearly all advertising cuts are made to go into 12-em columns, because most of the dailies have that width column. In fact, there is no real bar to such a change, unless it should be the press. Sometimes it will be found the 6-column press used may not be changed to accommodate the heavier forms, and the grippers may not take the sheets through or deliver them properly, because of the narrow margins. To use the regular 30½x44 sheet of newsprint for a 7-column paper, thinner chases must be ordered, with narrower head pieces; also thinner column rules. The margins must then be narrowed down to half an inch or so, in place of the full inch. The scheme has considerable merit, often facilitating make-up and display, and, of course, automatically raising the advertising rate, as the publisher gets 7-columns to the page to sell rather than only 6-columns.

"HENRY FORD TO THE RESCUE"

M. H. Hinckley, Decatur (Mich.) *Republican*—engine breaks down on press day—no help and no hope—goes out for air—sees Fordson tractor—borrows it—hitches it to press—"cans" the engine—buys electric motor. All's well that ends well!

TWO OLD TIMERS STILL GOING GOOD

Two of the four Linotypes in daily operation at the Beaver (Pa.) *Daily Times* have been going steadily there for more than 25 years. The two were overhauled in the shop a year ago.

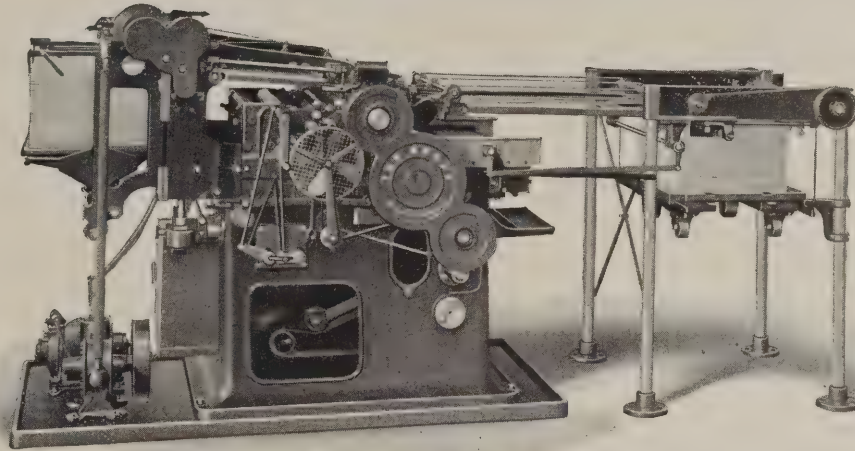
JOIN CARNEGIE TECH PRINTING SCHOOL

Theodore Misch, a Carnegie graduate, becomes instructor in press work, and Jere S. McCracken, also a Carnegian, instructor in hand composition. John C. Martin, instructor in machine composition, becomes head instructor in the printing shop, and D. E. Drummey instructor in machines composition, from a similar post in typography.

HOW TO PREVENT OFFSETTING

"We would suggest proper working conditions in the shop, the use of sheet heaters, good rollers properly set, thorough

“Five Million impressions annually
for a period of five years
~from one KELLY PRESS”



THE STYLE B KELLY AUTOMATIC PRESS, WITH EXTENSION DELIVERY AND FAN

Unequalled Kelly Press Production

Additional testimony direct from the printing office, in which every master printer should be interested. Mr. E. P. Rivas of New Orleans, La., bought his first Kelly five years ago. Annually during that period his production has totaled approximately five million impressions. The result—profit for Mr. Rivas, and—another Kelly.

Read the following letter!

New Orleans, La., June 22, 1925

AMERICAN TYPE FOUNDERS COMPANY

Dear Sirs:

It is a pleasure to inform you of the splendid results derived from your invaluable Kelly Automatic Presses. I bought my first Kelly Press five years ago, and was the first to use it in New Orleans. This press has been turning out approximately five million impressions annually without giving any serious trouble. I was so well pleased with the results obtained that I bought another, which is also giving excellent results.

Yours very truly,

(Signed) E. P. RIVAS

Mr. Printer: Have you an automatic pressroom equipment for large production at minimum cost? Can you get by in the pinches? **Kellyize your plant** and lift a troublesome burden. Over ten years on the market, and still leading.

~FOR SALE AT ALL SELLING HOUSES OF~

American Type Founders Company

Also by BARNHART BROS. & SPINDLER at Washington (D. C.), Omaha, Dallas, Seattle;
all houses of NATIONAL PAPER AND TYPE COMPANY, in Latin America; TORONTO TYPE FOUNDRY COMPANY, LTD., Canada East of Port Arthur;
ALEX. COWAN & SONS, LTD., all houses in Australia and New Zealand; CANADIAN-AMERICAN MACHINERY COMPANY, London, England.

"NPJ" ROUND TABLE

(CONTINUED)

makeready and a full-bodied ink which possesses sufficient color to permit of maximum color strength when a reasonable amount is run. Compounds used properly will aid in overcoming offset under certain circumstances, as they may cause a free working of the ink and aid in the drying or the setting of it. These compounds have their place and come in handy at times, but it is foolish to expect them to make up for all of the other things which might enter into the offset of the ink."

—American Pressman.

JOHN J. DEVINY GAINS PROMOTION

He has become first assistant director in charge of production of the Bureau of Engraving and Printing, Washington. Mr. Deviny is nationally known as former president of the International Association of Printing House Craftsmen.

THE PIKEY PRINTER

*TRAMPING printer came to town
(Said his name was Ikey),
Put him on an eight-point case,
Asked if we had "Pikey."*

*"Up in Bumville where I worked
(Speaking now is Ikey),
'Set ten columns ev'ry day,
All in good old Pikey.*

*"When I die, as die I must
(Mournfully speaks Ikey),
'Set my obit up in type
That justifies with Pikey.*

*"When you put my tombstone up
(Hopefully talks Ikey)
'Grave on it in letters deep—
Grave in twelve-line Pikey:*

*"'Neath this sod a tramp print lies'
(Epitaph for Ikey),
'Wasn't much on eight-point type;
But simply hell on Pikey.'"*

AMERICAN PRINTER.

WHAT THE EDITORIAL MEN SHOULD KNOW

Earl Hamer, in the *Wrong Font*, takes up a point with which your editor is wholly in accord and hopes to keep a'pounding till it gets over. Mr. Hamer shows the faults due to a lack of correlation between typesetting and the newspaper writing and copy-reading. It is a mighty costly lack. The journalism schools do not seem to wake up to it. The proposition is one of their opportunities. Mr. Hamer says in part: "Many times, while holding down a newspaper desk, I have sent out heads only to have them land back on the desk with the notation, 'just out of rubber type'; or else the 'devil' would enter and remark that the type condenser had been misplaced, so a new head would have to be written. I am confident I can prepare better heads now than I could with my previous ten years experience on newspapers, simply because I know a little something now about type. Every newspaper man knows that they have 24-point, 30-point, 36-point, and 'scarehead' type in the plant where they work, but that is usually as far as they get. They do not, for the most part, know why it is 24, 30, 36, or any other size or what the 'point' part has to do with it. To them it is just type, which those in the back part have to handle. That 'good-looking sheet,' which the city editor and reporter brags about, is not entirely a result of the reporters' and city editor's work. The 'good looks' are a result of the manner in which the typesetters handled the copy the reporters furnished the city editor and he in turn sent to the typesetters."

"NO ERROR DAY" ACHIEVED AGAIN

The Hastings (Neb.) *Daily Tribune* tells of a Linotype operator who recently turned out a whole day's work without a single mistake. The linometer registered 1672 lines. Previously, making a like record, the registry was 1718 lines in 8 hours. Henry Carmerzell, foreman, says: "His name is Jack P. Turley. He's a 'new club' all by himself, similar to its prototype, the 'Hole in One Club' of the golfers."

Rebuildings; New Homes; Additions

Troy (Ala.) Messenger—Bought new home.
Wheatland (Calif.) Herald—To build.
Woodland (Cal.) Daily Democrat—In new home.
Avon Park (Fla.) Highlands County Pilot—Building home.
Gainesville (Fla.) Sun—Building home.
Villa Park (Ill.) Argus—In new home.
Fort Wayne (Ind.) News-Sentinel—In new home.
Nevada (Ia.) Representative—In new home.
Atwood (Kans.) Square Deal—Building home.
Hiawatha (Kans.) World—Building home.
Howard (Kans.) Citizen—To build.
New Haven (Mich.) Rolling Fork Echo—In new home.
Park Rapids (Minn.) Enterprise—Added complete new electrical equipment.
Columbus (Miss.) Commercial-Dispatch—In new home.
Billings (Mo.) Times—In new home.
Medford (Ore.) Pacific Record Herald—Erecting new home.
Chester (S. C.) News—Building home.
Plainview (Tex.) Evening Herald—To build.
Hilo (Hawaii) Hawaii News Publishing Co.—Weekly paper.

GLOSS OF PAPER CAN BE TESTED

Dr. L. R. Ingersoll, University of Wisconsin, Madison, Wis., has perfected the "Glarimeter", the only known instrument for measuring the gloss of paper. It has been adopted by the U. S. government in connection with legal standards to determine news print specifications. Paper mills and large publishing houses use it. The principle used is polarization; the process requires about 15 seconds. The scale ranges from about 20 to 60. Ordinary magazine stock tests around 30.

MANUFACTURERS : SERVICES

AMERICAN CASLON ITALIC SERIES

Especially appropriate for direct-mail printing, complete with new swash letters—by the American Type Founders Co. The company has twenty-five other members of the Caslon family. (Get a specimen folder, if you haven't one; it is a charming line, sturdy, beautiful.)

NEW C. & G. STEREOTYPE SAW

Advance proofs from the Cheshire & Greenfield Manufacturing Co. indicate that the saw is of particular interest to the smaller publisher who needs a type-high stereotype saw which will not cost a great deal of money. Mr. Greenfield said: "The new model will handle plates from a 1-inch single column to a full-sized page. It has all the essentials of higher-priced saws, and we are proud of its beauty of design." A large portion of "foreign" advertising comes to publishers in matrix form. Flat casting boxes in newspaper job plants are plentiful, and more are being put in. Then comes the question, what to do with the plate when cast; it must be sawed to fit. Many of the regular precision saws have not the necessary capacity to handle the diversified sizes. Newer devices which are inexpensive and give the printer/publisher what he needs, are desirable additions to the day's offerings. Specifications of the C. & G.: Size of table, overall, 36x33 in.; base, 24x20½; floor space, 36x33; normal position height, 38 in.; net weight without motor, 365 lbs., etc. This company makes the famous C. & G. Trimmer, three sizes.

MORE FOLDWELL BROADSIDES

The Chicago Paper Co. has issued another broadside showing the uses to which Foldwell Split-Color can be used, especially for broadsides, booklet covers and the popular four-page letter. The broadside is well illustrated and clearly shows just how to use Split-Color to a variety of advantages.

"A NEW STEEL THAT HOLDS ITS EDGES"

Title of a folder by the R. J. Dowd Knife Works, Beloit, Wis., announcing a new "Special A" Dowd Knife for printers. "No matter how slight the trim, a clean sure cut is always assured, retaining uniform type margins," says the announcement. The Dowds have been making paper knives for 77 years.

"AN IMPORTANT MESSAGE FOR YOU"

A practical discourse on the Kelly Press, by Frank B. Stiles, superintendent of the Stetson Press, Boston, Mass.; copies distributed free of charge, in neat booklet form, by the American Type Founders Co. The discourse is filled to the brim with practical suggestions, based on experience in the shop.

B. W. RADCLIFFE WITH INTERTYPE

B. W. Radcliffe has been appointed advertising manager of the Intertype Corporation, New York City. He will have charge of direct-by-mail and other advertising and sales promotion work of the Standardized Intertype Composing Ma-

Gardiner Metals

Enjoy the Confidence of Your Workmen

*“That’s
Real
Metal”*

Wherever Gardiner Metals are used—whether it be Linotype, Monotype or Stereotype—the workmen know by experience that it is absolutely dependable. Each shipment is uniform—there is no variance in quality or performance.

Newspaper Plants Using Gardiner Metals

are always sure of producing a clean cut, attractive newspaper.

Give Us a Trial

When next in need of Linotype, Monotype or Stereotype metal be sure to specify “GARDINER.” You will be surprised with the results.

*Where Quality Metals Count
Gardiner Metals Are Used*

Gardiner Metal Co.

Established 1901

1356 West Lake Street
Chicago, Illinois





Model
No. 2
Pat. July 31, 1923

Shipped
Ready
for Use

Charge it off at the Rate of Ten Cents a Day

This small rate of depreciation will make it easy for you to own a Trimmer — and in ten years — or less, the item will be "charged off" your books entirely. While a Trimmer in your plant may be considered a "small tool," yet, it is one of the most important machines in your composing room.

You can *renew* your old leads, slugs, rule, and other spacing material by standardizing them; square-up cuts, saw, trim, undercut, and out-mortise more economically on the —



[SAW AND MITERING MACHINE]

because its price is lower, and quality the highest. Absolute safety to the operator. Every cutting element is thoroughly safeguarded.

All Trimmers are shipped complete ready to run, and include motor of any standard voltage. Prices quoted are f. o. b. factory, Port Washington, Wisconsin.

"Ad-Alley Model".....	\$260.00
Model No. 1.....	275.00
Model No. 2.....	340.00

Trimmers are sold by all first class type foundries and dealers in printing equipment, or write direct to the maker for further information.

Cheshire & Greenfield Mfg. Co.
538 South Dearborn Street, Chicago, Ill.

"NPJ" ROUND TABLE (CONTINUED)

chine. He goes to the Intertype Corporation from the Waterman Fountain Pen Company where he held the office of production manager of advertising. He was formerly in charge of production and layout with Elliott's Advertising Engineers of New York. Previous to coming east Mr. Radcliffe was a printing executive of The J. W. Burke Company of Macon, Ga.

NEW CLEVELAND FOLDER

The Cleveland Folding Machine Co. announces a new model for folding letters, small folders, circulars, etc., styled the Model L, taking a sheet as small as 4x6 and up to 17x22. It makes one or two parallel folds which may be followed by one or two right angle folds, parallel to each other. A descriptive and illustrated folder has been published.

RUESCH SERVICE RECEIVES PRAISE

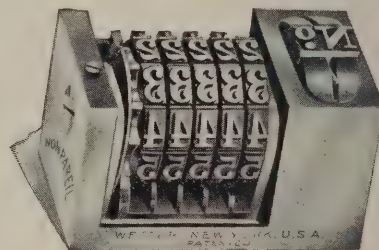
Local newspapers recently carried write-ups of the Ruesch Printing & Machinery Co., Milwaukee, Wis., including: "Not only in Milwaukee but all through the Country, this concern has become noted for its high grade machinery in the line of cylinder presses, platen presses, paper cutters, folding machines, punching machines, perforating machines, wire stitchers and electric welded chases. The printing business was started many years ago by J. A. Ruesch and now is in charge of Mr. Ruesch, Jr."

SUPPOSE THIS WERE YOUR CATALOG?

The Du-Plex Envelope Corporation, Quincy, Ill., in a booklet by that name, described its service to business institutions for developing more efficient and economical mailing systems. There is included a valuable *resume* of postal rulings covering the use of envelopes, especially the Du-Plex carrying first class letter with fourth class parcel post together. "Get the full use of your postage stamps", is the keynote of the booklet. It is a valuable manual.

WETTER SHOWS NEW MODEL, "NONPAREIL"

The Wetter Numbering Machine Co., announcing a new model type-high Numbering Machine, which it calls the "Nonpareil", bases the name, it may be presumed, on the dictionary definition of that word, which is: "Without an equal; unequaled excellence." This machine is equipped with the Wetter patented drop cipher, an important feature of internal construction in any numbering machine; and, as it is conceded by all experienced printers that in order to make a



perfect impression, it is necessary to crush the fibre of the paper to set the ink, the necessity for rigid construction of this particular feature will be appreciated by all users with the assurance that it will withstand the heavy strain often necessary to do this work properly. The machine is just nine picas long. The manufacturers call attention to the fact that skipping wheels and others used in the regular Boston Model, etc., are interchangeable with and can be used in this new model, so that it will not be necessary for them to buy new equipment when occasion requires, as it would be quite an expensive proposition for printers to purchase new skipping wheels for every new model that was produced.

TWO-COLOR GORDON ATTACHMENT

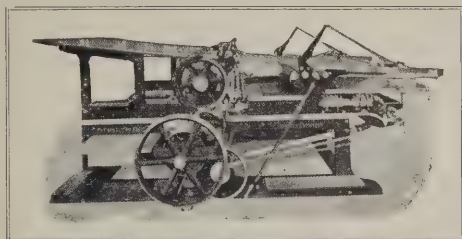
The Two-Color Gordon Attachment Co., J. E. Vawter sales manager, announces removal of sales offices to 203 Transportation Bldg., Chicago. The attachment is now on a mass-production basis and the sales department has made remarkable strides in recent months.

SINCLAIR & VALENTINE ENLARGE

Both the Chicago and Dayton branches of this printing ink manufacturing concern are being enlarged. The Dayton branch was organized less than a year ago, with O. G. Fricke in charge. He was for eight years superintendent of the Otterbein Press, Dayton, and previously with the color depart-

Johnsonized

Johnsonized machinery is not sold as second hand or used machinery, but the Johnsonized trade mark means thoroughly remanufactured machinery, sold with an absolute guarantee against defective material and workmanship. The machines are complete with all standard equipment that is included with similar new machines. You are guaranteed satisfactory machines at a real saving. It would pay you to get the complete list of Johnsonized machinery when you are in the market for additional equipment.



IN STOCK:

Miehle Two Revolution Job and Book Machine in the following sizes:

- Pony, two roller, bed 26 x 34,
- No. 4, four roller, bed 29 x 41,
- No. 2, four roller, bed 35 x 50,
- No. 1, four roller, bed 39 x 53,
- No. 2/0, four roller, bed 43 x 56,
- No. 5/0, four roller, bed 46 x 65.

These machines are all fitted with convertible front delivery, fly printed side down or sheet printed side up.

Also

- A 36 x 48 four roller Whitlock Premier two revolution with convertible delivery,
- A 43 x 56 late style Cottrell two revolution with convertible delivery,
- A 46 x 56 four roller Huber Hodgman with convertible delivery.
- All at about half of what a similar new machine would cost.
- A 12 x 18 New Series Chandler & Price Gordon with complete automatic Miller Feeder Unit, in first class operating condition,
- Also one 10 x 15 New Series Chandler & Price Gordon with Miller Feeder Unit.

© © ©

C. I. Johnson Mfg. Co.

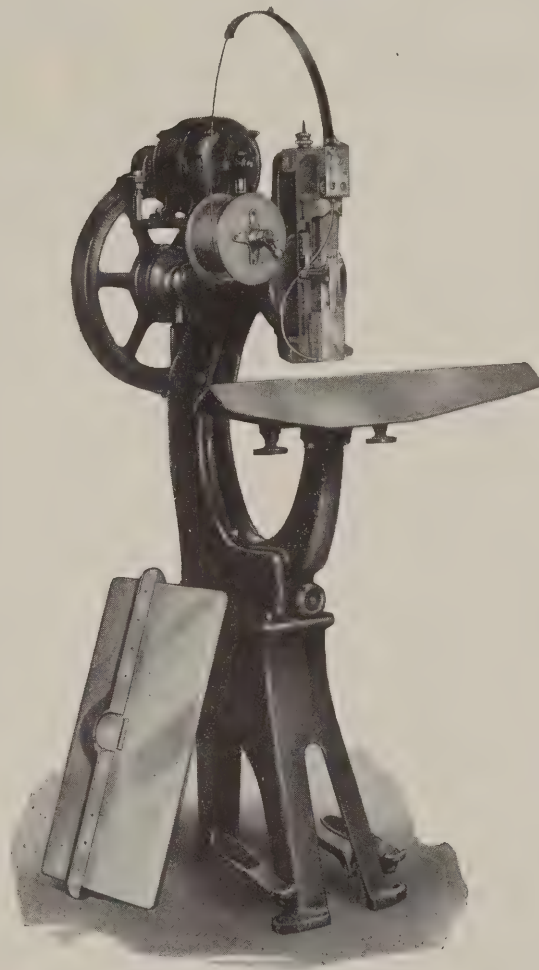
Furnishers of

Complete Printing outfits, New or Johnsonized machinery, Hamilton Wood and Steel Furniture, Agents and Service agents for Morrison Perfection Wire Stitchers, Vandercook Proof Presses, Mentges, Liberty and Omaha Folders.

Saint Paul, Minnesota

MORRISON "PERFECTION" WIRE STITCHERS

*Built in Sizes to Meet
Your Requirements*



Shown above Model 5-A, capacity two sheets to quarter of an inch. A high speed unit, capable of instant adjustment, using 25 to 30 wire with complete success.

© © ©

C. I. Johnson Mfg. Co.

[[MORRISON]]
Sales and Service

Sole Northwest Agents
Saint Paul, Minnesota

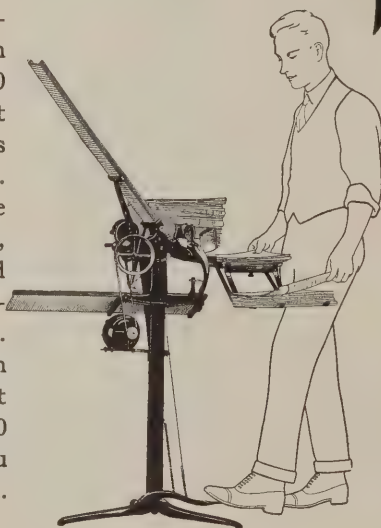
TRY THIS TYPADDRESSER IN YOUR SHOP SOLD ON 30 DAYS FREE TRIAL

Your Plant Needs a Typaddresser

For All-around utility, time-saving and economy in addressing the Typaddresser has no equal. Prints from linotype slugs, 4,000 clear-cut visible addresses per hour, through an inked ribbon on the margin of the paper. Anyone can operate it easily. Electrically driven. Fully guaranteed.

Sold on 30 Days
Free Trial

Try the Typaddresser in your plant 30 days. Make it prove that it's what you want. You'll find it the most simple, efficient and economical machine of its kind. If for any reason you're not pleased after 30 days use, you need not keep it.



Mail the Coupon Today!

Investigate the Typaddresser, right away. It will save your time, money and a lot of addressing worry. Get all the facts. Don't put it off. Clip and send the coupon, right NOW!

THE TYPADDRESSER CO.

City National Bank Bldg.

OMAHA, NEB.

THE TYPADDRESSER CO.,
City National Bank Building,
OMAHA, NEBRASKA

Please send me complete information and prices on the Typaddresser.

Name.....

City..... State.....

"NPJ" ROUND TABLE (CONTINUED)

ment of the Crowell Publ. Co., Springfield, O., and has served as secretary of the Dayton Club of Printing House Craftsmen. Peter C. Steinebrey, another well-known man in the practical printing field, is associated with him. George R. King is the Chicago manager.

AUTOMATIC SPACE BAND CLEANER

Increasing interest in the device of the Rockaway Co. (Milwaukee, Wis.) is shown by sales records. The machine is about 2 ft. long, 15 in. high and 11 in. wide, weighing less than 100 pounds. Its capacity is 30 space bands in about one minute. The operation, very simple, is interesting—almost "human" in attractiveness and highly mechanical in efficiency.

PEERLESS CUT BLACK AND DIAMOND RED

Circular letters and folders announce these two new inks by the Consolidated Printing Ink Co., St. Paul, Minn. The former is especially commended in the literature for S. & S. C. and enamel papers; free flowing, non-filling, quick-setting and strongly toned. The Diamond Red is featured for brilliancy and harmonization with black, according to John Hansen, general manager of the company. The literature illustrates uses of these inks.

CHALLENGE MACHINERY CO. APPOINTS

Mark Garlick as branch manager for Chicago, Ill. Mr. Garlick has been for several years traveling representative of this company, whose manufacturing plant is at Grand Haven, Mich. The Chicago branch office and warehouse is at 124 So. Wells St. The appointment became effective August 15.

MORE ADVERTISING

COUNT THE STARS, SAYS THE NEWS

A neat folder to its local and national advertising field by the Buffalo (N. Y.) *Evening News*, is headed, "Count the Stars". There is a complete record for every paper in Buffalo of various classes of advertising, and a (*) follows each class in which the *News* leads.

"BLOTTERS HELP"—SAM SPURRIER

The publisher of the Mount Ayr (Ia.) *Record-News* gets out blotters at least once a month to his advertisers and the agencies. Each contains a little sermon on advertising, or something specific about the *Record-News*. Often he uses a jingle; for instance:

"A good thing to remember—
And a better thing to do—
Is work with the construction gang
Not with the wrecking crew."

This is followed by a talk on "Honest Advertising."

Local Advertising

COUNTY FAIR TIME IS RIGHT HERE!

Through efforts inspired by the Macon (Mo.) *Republican*, Edgar White editor, the Macon County Fair now attracts visitors from all parts of Northeast Missouri. The process: "Dusting off" the local commercial association, forming a local ad-club, —AND large-space newspaper advertising on the basis, "Let the People Know What We've Got." The local commercial association arranges monthly with one of the local papers to get out a "Trade Service Edition" distributed in every rural route and in twenty-five towns. A recent *Republican* special carried 16 pages. Twenty pages of ads were ready, but only 16 pages could be gotten out in the time limit.

AND, SPEECH-MAKING PAYS HIM

S. P. Preston, publisher of the Gillespie (Ill.) *News* (weekly) has learned to make addresses to merchants. Here is one thing he tells them in the paper and in speeches: "Often you spend an entire day in dressing your windows in the most artistic manner, and many of you have expert window trimmers. Yet many merchants turn around and in five minutes jot down a jumble of articles and send it to the newspaper for an advertisement. Don't you realize that the newspaper advertisements are literally TRAVELING SHOW WINDOWS, INVITING PEOPLE TO COME AND BUY? Give your ads the same attention you do your windows, and have them work together, and you will get real results."

First Choice Typefaces—All you want Produced Rapidly In New Sluglines

THE wide range of job composition that can be produced by the Ludlow system makes it of great value to the job plant. Immediately, upon the installation of the Ludlow, single-type worries are over—there is no more hunting for sorts or resetting of jobs thru lack of first choice typefaces. Instead, at the finger tips are brass matrices from which an endless quantity of sparkling new clear-cut type in easily-handled slug lines can be produced quickly.

Without mold or machine changes the Ludlow will supply typefaces as large as 60 point or as small as 6 point, including light, medium, bold and extended faces.

Duplicate lines are secured simply by recasting—no extra setting is required.

The Ludlow library of matrix faces now contains over 400 different fonts—a 100% increase in less than two years.

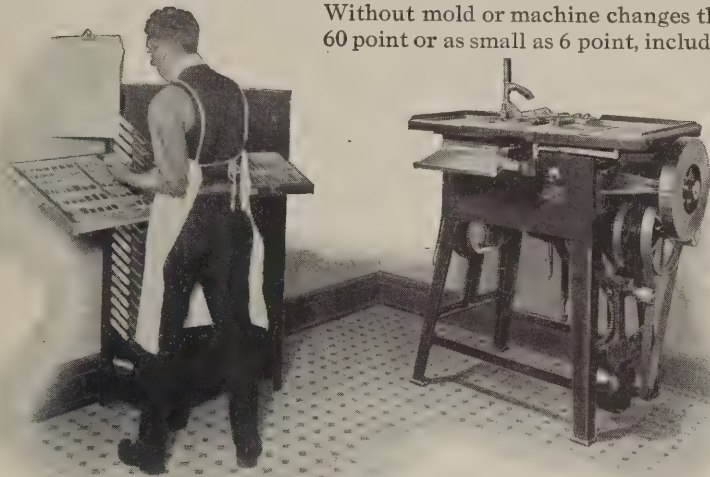
On account of new business created for the printer by the Ludlow, it begins to pay for itself as soon as it is installed.

Let us tell you the advantages of the Ludlow system of composition for your own special needs.

Ludlow Typograph Co.

2032 Clybourn Avenue

San Francisco CHICAGO New York
Atlanta Boston



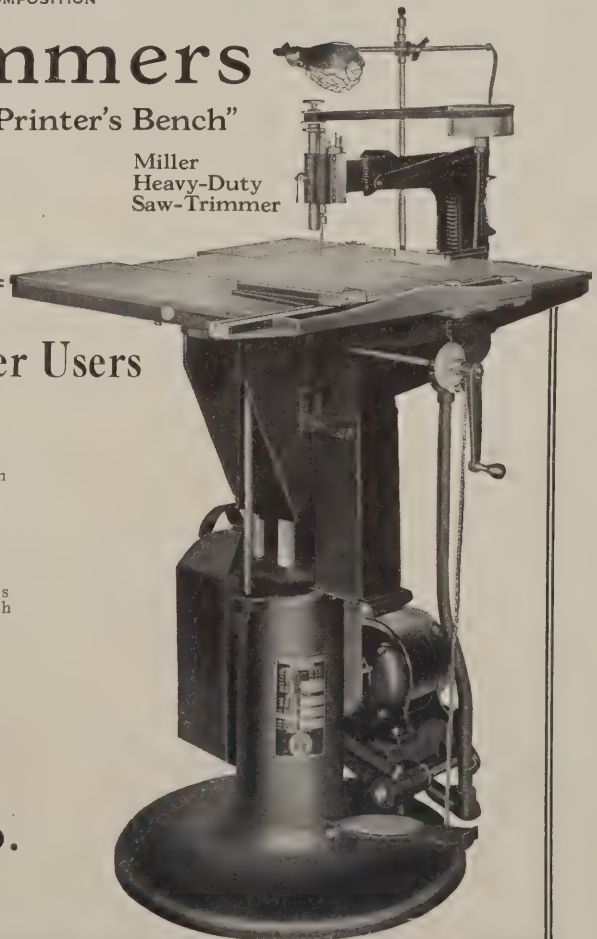
LUDLOW QUALITY COMPOSITION

Miller Saw-Trimmers

"Universal" "Heavy-Duty" "Special-Purpose" "Printer's Bench"

*"A Miller Saw-Trimmer for Every Need
A Need for Every Miller Saw-Trimmer"*

Miller
Heavy-Duty
Saw-Trimmer



Representative Miller Saw-Trimmer Users

News, Birmingham
Gazette, Little Rock
Examiner, San Francisco
Post, Denver
Star, Washington
Times-Union, Jacksonville
Journal, Atlanta
Herald & Examiner, Chicago
News, Indianapolis
Capital, Des Moines
Eagle, Wichita
Courier-Journal, Louisville
Times-Picayune, New Orleans
Sun, Baltimore
Globe, Boston
Free Press, Detroit
Tribune, Minneapolis
Globe-Democrat, St. Louis

Miner, Butte
News, Omaha
Eagle, Brooklyn
American, New York
News & Observer, Raleigh
Plain Dealer, Cleveland
Post, Cincinnati
Times, Oklahoma City
Oregonian, Portland
Inquirer, Philadelphia
Journal, Providence
Comm. Appeal, Minneapolis
Star-Telegram, Fort Worth
Tribune, Salt Lake City
News-Leader, Richmond
Post-Intelligencer, Seattle
Gazette, Charleston
Journal, Milwaukee

and Upwards of 8,000 Others

Write for Catalog Descriptive of Complete Line

Miller Saw-Trimmer Co.

PITTSBURGH, U. S. A.

Branches In All Principal Cities

Newspaper Publishers Interested In Labor Saving Devices

Should read the following letter written by

The Minneapolis Tribune

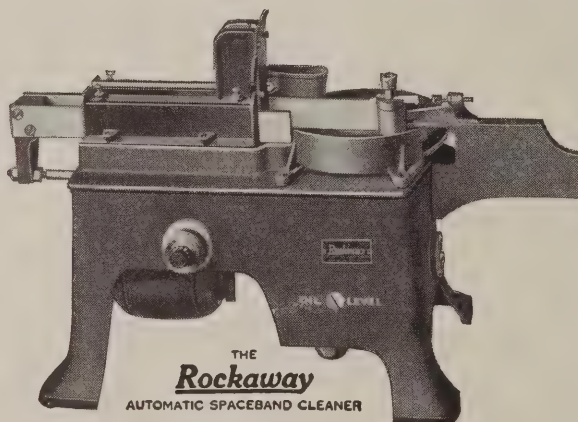
Minneapolis, Minn., July 20th, 1925

Gentlemen:

"The ROCKAWAY Space Band Cleaner has proven to be worth many times its cost as a labor and time saver."

Very truly yours,
The Minneapolis Tribune,
Signed: W. R. Somers, Pur. Agent.

ROCKAWAY Automatic Space Band Cleaner



The ROCKAWAY Automatic Space Band Cleaner cleans and assembles thirty space bands in approximately one minute, under uniform pressure applying graphite in just the right quantity.

Cleaning space bands by hand is considered a "dirty job" and therefore very often neglected. The ROCKAWAY Space Band Cleaner makes it a pleasant task.

Perfectly Clean Space Bands
Insure Sharp Linotype Slugs

Machine Sent on 10 Days Trial

If not found satisfactory you can return it at our expense. Write for the ROCKAWAY Space Band Cleaner Today.

THE ROCKAWAY COMPANY
3508 Grand Ave. - - Milwaukee, Wis.

"NPJ" ROUND TABLE (CONTINUED)

RAH!
CENTRAL!
Win the
State
Championship!



We want
to print
the story
of your
victory in
the Sagas—



LUCIEN ASHBY

Much of the Gold and Brown
action in the Sagas will
have to be attributed to Lucien
"Chubby" Ashby, a senior player
on the team has been as con-
spicuous and dependable as a
strongman throughout the season. He has a
daring basket eye and is a
wonder on the double. It is a
rare to come when he fails to
gather at least seven or eight
field goals and is really re-
sponsible for a half dozen or more
points his accurate and heady
passing.

We have published the SAGAS, Central's Senior
Annual, for many years, just as we have published
the books, catalogs and other material for most
Evansville establishments which wanted something
really good.

Keller-Crescent Co.

Artists—Engravers—Printers—Binders
Complete Advertising and Printing Service
"WE DO IT ALL AND DO IT WELL"

214-16-18-20 Locust Street

Phones Main 52 and 2917

HERE'S A SCHOOL-SPORT EVENTS IDEA

Part of an Advertisement From the Evansville
(Ind.) Courier Illustrates Its Application

Classified Advertising

IT'S THE "ACADEMY OF ADVERTISING"

"The Classified department is not less than that," said Carl P. Slane, publisher Peoria (Ill.) *Journal-Transcript* in a convention address. "When the advertiser learns the value of advertising through the inexpensive classified columns, he develops into a display user. Then he should be taught to use both classified and display. Protect the department that is the stepping stone. The paper with the classified is the one that is both read and depended upon. For national advertising, classified proves reader interest, pulling power and general excellence."

SELLS IT RIGHT: "DISPLAY CLASSIFIED"

Harry Gwaltney, Milwaukee (Wis.) *Journal*—If I had say four columns of classified I would have none or little display type in it. If I had several pages, I would allow considerable display and would not believe it would materially affect the resultfulness or permanency of the classified department. A small volume of classified made up of a few large ads can never attract enough readers to make it profitable. I would restrict any type bigger than 10 point to classified advertisements of at least 1 inch. I would not break column rules under ordinary circumstances. (A. N. A. E. Address).

QUOTAS FOR CLASSIFIED SALESMEN

The Cleveland (O.) *Press*, Baltimore (Md.) *Sun*, and other newspapers having large classified volume, set up quotas for solicitors, based on previous records for certain sections of the cities by the territory men. Some times special quotas are made for some Sunday or other day, or a season or period. The solicitors enter into the spirit of the competition, with a definite mark to shoot at.

GETTING BUSINESS WITH BUSINESS

The New York *American* uses as high as \$8,000 to \$10,000 worth of display in its own columns some weeks, to increase its classified advertising patronage. This supplements a large corps of girls who solicit by phone. The main idea is to show prospects, especially housewives, what the classified ads can do for them, in selling things they do not need, and in getting things they do need.



WESTVACO FOLDING ENAMEL

Exactness of reproduction is the artist's objective; a true reproduction of the artist's work is the mission of WESTVACO FOLDING ENAMEL. That it fulfills its mission is proved by an ever growing popularity.

The Mill Price List

Velvo-Enamel
 Marquette Enamel
 Sterling Enamel
 Westmont Enamel
 Westvaco Folding Enamel
 Pinnacle Extra Strong
 Embossing Enamel
 Westvaco Ideal Litha
 Westvaco Satin White
 Translucent
 Westvaco Coated Post Card
 Clear Spring Super
 Clear Spring English Finish
 Clear Spring Text
 Westvaco Super
 Westvaco M.F.
 Westvaco Eggshell
 Minerva Bond
 Origo Writing
 Westvaco Mimeograph
 Westvaco Index Bristol
 Westvaco Post Card



The Mill Price List

Distributors of

Westvaco Mill Brand Papers

THE CHATFIELD & WOODS CO.	20 W. Glenn Street, <i>Atlanta, Ga.</i>
THE ARNOLD-ROBERTS CO.	<i>Augusta, Me.</i>
BRADLEY-REESE CO.	308 W. Pratt Street, <i>Baltimore, Md.</i>
GRAHAM PAPER CO.	1726 Avenue B, <i>Birmingham, Ala.</i>
THE ARNOLD-ROBERTS CO.	180 Congress Street, <i>Boston, Mass.</i>
THE UNION PAPER & TWINE CO.,	559-561 E. Swan Street, <i>Buffalo, N. Y.</i>
BRADNER SMITH & CO.	333 S. Desplaines Street, <i>Chicago, Ill.</i>
WEST VIRGINIA PULP & PAPER CO.	732 Sherman Street, <i>Chicago, Ill.</i>
THE CHATFIELD & WOODS CO.	3rd, Plum & Pearl Sts., <i>Cincinnati, O.</i>
THE UNION PAPER & TWINE CO.,	116-128 St. Clair Ave., N.W., <i>Cleveland, O.</i>
GRAHAM PAPER CO.	421 Lacy Street, <i>Dallas, Texas</i>
CARPENTER PAPER CO. OF IOWA,	106-112 Seventh St. Viaduct, <i>Des Moines, Ia.</i>
THE UNION PAPER & TWINE CO.	551 E. Fort Street, <i>Detroit, Mich.</i>
GRAHAM PAPER CO.	201 Anthony Street, <i>El Paso, Texas</i>
GRAHAM PAPER CO.	<i>Houston, Texas</i>
GRAHAM PAPER CO.	6th & Broadway, <i>Kansas City, Mo.</i>
THE E. A. BOUER CO.	175-185 Hanover Street, <i>Milwaukee, Wis.</i>
GRAHAM PAPER CO.,	607 Washington Avenue, South, <i>Minneapolis, Minn.</i>
GRAHAM PAPER CO.	222 Second Avenue, N., <i>Nashville, Tenn.</i>
THE ARNOLD-ROBERTS CO.	511 Chapel Street, <i>New Haven, Conn.</i>
GRAHAM PAPER CO.,	S. Peters, Gravier & Fulton Streets, <i>New Orleans, La.</i>
BEEKMAN PAPER AND CARD CO., INC.,	318 West 39th St., <i>New York, N. Y.</i>
WEST VIRGINIA PULP & PAPER CO.,	200 Fifth Avenue, <i>New York, N. Y.</i>
CARPENTER PAPER CO.	9th & Harney Streets., <i>Omaha, Neb.</i>
LINDSAY BROS., INC.	419 S. Front Street, <i>Philadelphia, Pa.</i>
THE CHATFIELD & WOODS CO.,	2nd & Liberty Avenues, <i>Pittsburgh, Pa.</i>
THE ARNOLD-ROBERTS CO.	86 Weybosset Street, <i>Providence, R. I.</i>
RICHMOND PAPER CO., INC.	201 Governor Street, <i>Richmond, Va.</i>
THE UNION PAPER & TWINE CO.	<i>Rochester, N. Y.</i>
GRAHAM PAPER CO.	1014 Spruce Street, <i>St. Louis, Mo.</i>
GRAHAM PAPER CO.	16 East 4th Street, <i>St. Paul, Minn.</i>
R. P. ANDREWS PAPER CO.	704 1st Street, S. E., <i>Washington, D. C.</i>
R. P. ANDREWS PAPER CO.	<i>York, Pa.</i>

Manufactured by
West Virginia Pulp & Paper Company

"NPJ" ROUND TABLE (CONTINUED)



The Sheboygan Press

THE PAST IS GONE WE FACE TO- DAY

the appended comment is from the issue of

July 22, 1925
Broughton, Editor

Curtailling Scandal

In England they have introduced what is known as Lord Darling's judicial proceedings bill, which if followed in America would forbid the publication in newspapers of "any indecent matter, medical, surgical or physiological details, being matter of details the publication of which would be calculated to injure public morals or otherwise be to the public mischief." The bill further bars newspapers from reporting divorce court particulars other than giving the names, addresses and descriptions of the parties and witnesses.

In other words, this bill, if enacted, would eliminate scandal, and while we know of some of the drastic measures the divorce courts have taken, we are sure that the most of the

The Sheboygan Press
covers a great section of
prosperous Wisconsin

WHEN THEY SEND OUT CLIPPINGS
Sheboygan (Wis.) Daily Press Folks Use
This Form; C. E. Broughton, Publisher

THEATER ADVERTISING RATES

George W. Purcell, Cincinnati (Ind.) *Western Sun*, mailed questionnaires to newspapers in his state, of which fifteen replied they charge higher rates for theaters' advertising than for local display, twenty-one the same rate and seven less. Thirty-one give free press notices and twelve give none.

NEWS :: EDITORIAL

'TIS A YOUNG MAN'S GAME

(Elmira (N. Y.) *Star-Gazette*)

M— G—, aged 19, veteran newspaper and advertising executive, died at his home at Flushing, L. I.

WHAT DO YOU THINK OF THAT?

Augusta (Mich.) public officials sent a warm letter of thanks to Publisher H. J. Richardson, *Augusta Beacon* after the town voted for water works bonds after a hard battle in which the paper fought for the issue.

WEEDING OUT THE SLACKERS

Michigan weeklies recently got after local authorities who failed or refused to observe the state laws to run noxious weeds notices, "legals". It worked!

OF COURSE WE MUST HAVE IDEALS

And we also have traditions—glorious ones—but you can't take traditions to a bank and borrow money on them and you can't meet your payroll with ideals no matter how lofty. While there always will be a certain "atmosphere" about a news-

Here's an Investment Guaranteed to Pay 100% Dividends Annually

No man would hesitate to invest \$500 to \$1,000 with the absolute assurance that he would get his money back the first year—with a further assurance that it would pay 100% dividends annually thereafter. This is only one of the benefits being derived by the present users of

The MONARCH MONOMETER RE-MELTING FURNACE

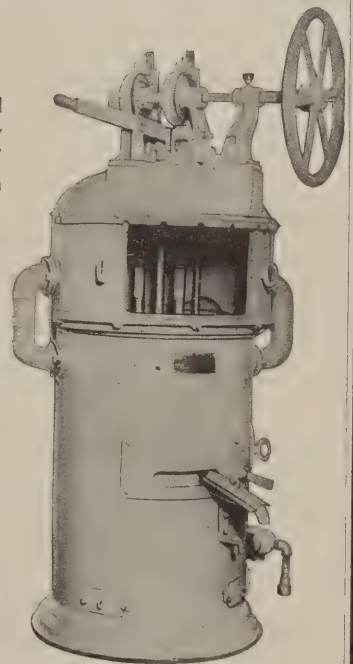
This furnace is scientifically constructed and will remelt your type metal with a minimum of dross. The gas is controlled by thermostat effecting a saving in fuel also preventing the burning of metal, thereby retaining the tin.

No Fumes—Less Fuel—Better Metal

THE saving in fuel and dross will pay cost of "Monometer." It is built to last a lifetime.

THE "Monometer" is built in standard sizes of 500, 1,000 and 2,000 pounds and up to 5 ton capacity.

WATER cooled molds mounted on carriages are supplied to meet the requirements of your plant.



Every Newspaper Plant
Can Profitably Install
The MONARCH FURNACE

Write for Descriptive Catalog "N" and references

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

Thirty Days Trial Convinces Ohio Publisher THE MENTGES FOLDER

Is the Best Machine

Read this letter:

THE GIBSONBURG DERRICK
GIBSONBURG, OHIO

The Mentges Folder Co.,
Sidney, Ohio.

Gentlemen:

Our thirty days trial of the Mentges No. 2 Folding Machine is about up and we feel we cannot get along without this wonderful time and labor saving machine. We are therefore enclosing check as per contract.

Yours very truly,
THE GIBSONBURG DERRICK

(Signed) J. T. Loveland

The Mentges No. 2 Newspaper and Periodical Folding Machine

Has been designed to meet every requirement of the average small newspaper office. It is built for years of effective service with a minimum expense.

It is the Ideal Unit for Your Plant

This machine is absolutely dependable. Twenty-five years' experience in building folding machines has enabled us to eliminate the things which cause trouble and delay.

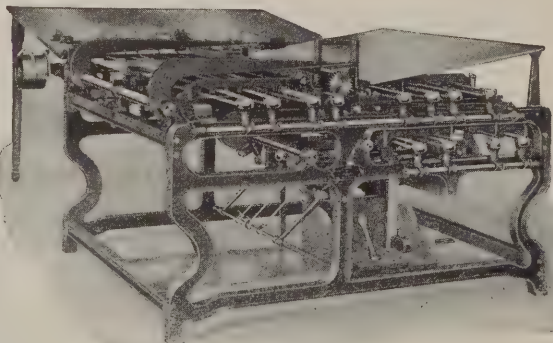
Machine Sent on Thirty Days Trial

Write for Our Proposition

◆◆◆◆◆◆◆◆◆◆

The Mentges Folder Company
Sidney, Ohio

"Builders of Profitable Folding Machinery"



"NPJ" ROUND TABLE (CONTINUED)

paper plant, the fact remains a newspaper is a manufacturing plant producing a commodity sold at retail : : it can profitably use promotion and publicity in all phases of its business—ANDREW L. CARMICAL, *Director of Promotion, Chicago (Ill.) American.*

FINANCIAL REVIEWS PASSING ON

There are signs that the newspapers are letting up on publishing free the bank and other "business reviews" which have become as numerous, almost, as the bond houses, banks, etc., et al.

PUTS THE SPOTLIGHT ON LOCALS

The Battle Creek (Mich.) *Enquirer-News*, A. L. Miller publisher, is using a 3-column, simple box heading "Of Local Interest" over its local briefs. In the center column under this is a smaller box, 1-column, with a daily short quotation from the Bible and another from a great classic; then a 13 pica cut-off dash, and "Do You Know"—a half-dozen questions of interest; then, the answers to "Yesterday's Questions". The local briefs are "sized" from the smallest down the columns to the larger ones, none very long. The style is 1-em indent, two or three words of heading in bold face, a 2-em dash, and the item itself following in on the same line.

Do You Know HOW?

THE people who are *accomplishing* anything are the people who *KNOW HOW* to do things! A man had to call in an aged negro to skin an animal for him. When the job had been performed dexterously, he asked the price. "That job," replied the expert skinner, "will cost you \$1." "Why, I don't think it's worth more than 50c." "Well, boss," was the reply, "I only charged you 50c for my time but the other fifty was for *KNOWING HOW*." —L. M. Cross

MORE ABOUT "KEPT" PUBLICATIONS

Says *Sales Management Magazine*, editorially: "We understand that the American Association of Manufacturers has embarked on an ambitious program to build up its organ. 'American Industries' into a second 'Nation's Business.' It would seem to us that there ought to be other ways that the secretary of the American Association of Manufacturers can secure revenue without going into the publishing business in competition with the legitimate publications. It seems strange, to say the least, that an organization which boasts of the good influence it exerts upon the ethics of industry should stoop to this sort of thing. *Not only it is eminently unfair for an association which is maintained by subscription to employ its funds to finance a subsidized publication, but it encourages other associations to follow the example.* As it is, there are about 40,000 "kept" publications in this country—that is to say, publications that are printed and distributed *regardless of whether they are wanted or not.* Nearly all of these publications use the "stuffed club" to sell advertising space."

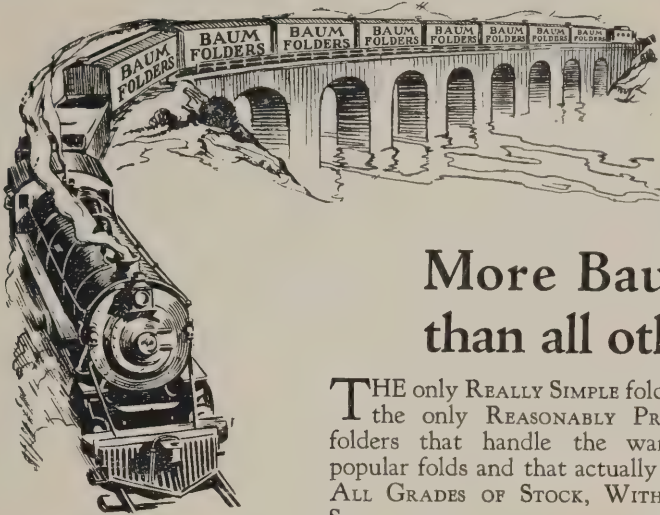
NINE THOUSAND WOMEN

That many are engaged in Journalism in America, says Izil I. Polson, a charming member of the 9,000 and associate professor Department of Industrial Journalism, Kansas State Agricultural College. "Sob sisters are going; many of them already gone—giving way to clear-headed, conscientious newspaper workers "without faking or romance", she declared in a recent address, pointing out the special adaptability of women newspaper workers to handle feature and special stories.

CIRCULATION BUILDING

WHOLE CITY GOES TO PICNICS

The St. Louis (Mo.) *Star*, Frank W. Taylor, Jr., managing editor, got out about 18,000 children, many coming with their parents, in a series of outings at an amusement resort of St. Louis, a city of nearly 1,000,000. The city was divided into four districts. Children brought their lunch baskets. The *Star* published coupons four days in advance of each event,



8 Carloads of Baum Folders Sold in July!

More Baum Folders are sold than all other folders combined

THE only REALLY SIMPLE folders; the only REASONABLY PRICED folders that handle the wanted popular folds and that actually fold ALL GRADES OF STOCK, WITHOUT SPOILAGE.

Baum Folders combine the advantage of both types of folders—the roller or buckle-fold type, which

is unexcelled for parallel work, and the knife type, which is unbeatable on right angle folding—RESULT: 100% ACCURACY—ELIMINATION OF SPOILAGE; VERSATILITY (EVERY GRADE OF STOCK); TREMENDOUS PRODUCTION (150,000 folds an 8 hour day).

Send for our Payment Out of Folder Earnings Plan.

A model to meet every requirement—all closely priced—as low as \$270, with Motor

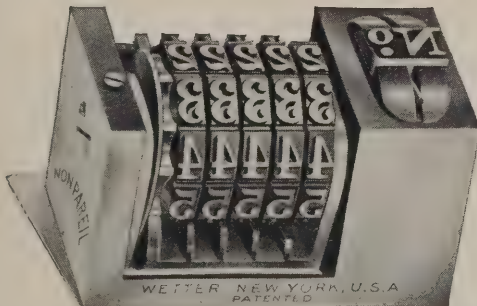
RUSSELL ERNEST BAUM

615-45 Chestnut Street :: Philadelphia
BRANCHES OR DEALERS EVERYWHERE

THE NEW "Nonpareil" WETTER MODEL Numbering Machine

5 Wheel \$11⁰⁰
6 Wheel \$14.00

Is Only Nine Picas Long



The skipping wheels and other wheels used in this machine are the same as used in our Boston Model, Pica Model, Model 125 and 126; that is, they are interchangeable so that the printer using other models will not have to buy a new equipment for the "Nonpareil."

The "No." slide is removable so that a letter or other character can be inserted in its place without removing the machine from the form.

We will keep this machine in all details up to the dictionary definition of the word; that is, "WITHOUT AN EQUAL."

No. 12356
FACSIMILE IMPRESSION

Ask the dealer to show you the "NONPAREIL" Model and be convinced it is the only low price machine for accurate work

SOLD BY ALL DEALERS

Wetter Numbering Machine Co.
Atlantic Avenue and Logan Street, Brooklyn, N. Y., U. S. A.

YOU MEN who are tired of the usual convention places



HERE is a different, better, much more interesting and enjoyable convention site—famous French Lick Springs Hotel, the home of Pluto Water, known the world over as America's premier health and recreation resort. A less expensive place, too—meals and room are included in the moderate rate you pay at French Lick Springs; and you avoid the heavy theatre, restaurant, taxicab and other entertainment bills that other convention sites require of you. Doesn't that picture the sort of place your organization would do well to choose next time?

There is renewed health for you here in the bubbling natural waters of the Pluto, Bowles and Proserpine Springs. Severe winter is unknown in this semi-southern Cumberland foothills region. Golf is played on the two 18-hole French Lick Springs Hotel courses long after weather stops all thought of golf elsewhere. And this superb, perfectly appointed and equipped metropolitan hotel affords other diversions in abundance.

Ready now, too, is the large new wing containing, among other features, a well-ventilated daylight ground floor convention auditorium flexibly arranged so that meetings of any size from 50 to 1500 persons can be held without leaving the hotel.

Everyone intends to visit French Lick Springs some day. Your next convention is your opportunity to do so. Write now for illustrated booklet with detailed convention information. Address Convention Secretary, French Lick Springs Hotel Co., French Lick, Indiana.



"Home of Pluto Water"

FRENCH LICK SPRINGS HOTEL



"NPJ" ROUND TABLE (CONTINUED)

exchangeable for tickets to the various amusement devices, ice cream, etc. Religious organizations furnished chaperons.

PRICING TOMATOES vs. PRICING SERVICE

Says the *Live Hook*, Washington (State) Press Association bulletin: "There is nothing gained by asking a Greek merchant the price of tomatoes, for the price has been set : : so, for shoe shines. Publishers have never set the price in their merchandise and probably never will. *This need not prevent them from talking about what their wares should bring* : : Ever since the first newspaper, circulation has set the advertising rate. Have we been on the wrong trail all these years, or are we starting something that will have an opening in the bottom? *There are a few of the thinking publishers who feel the time has come to start thinking along other lines than circulation as the basis of rates.*

SCHOLARSHIP FUNDS WITH SUBSCRIPTIONS

The Midland (Mich.) Weekly *Sun* campaigned successfully for a Midland High School Scholarship Fund of \$1,500. For four weeks students made collections from present readers and new subscribers at \$1.50 a year for the *Sun*, one half the collections going to the fund.

SOMETIMES THEY WORK "IN REVERSE"

Circulation building is the result of paper building, says Albert H. Lee, Minidoka (Ida.) *County News*. It took him two or three years to live down a bargain offer. "Clubbing with farm papers has killed newspapers. You cannot keep circulation unless the paper is worth the money you ask for it." He is a firm believer in the field man as a circulation builder. "There is such a thing as too much circulation; few advertisers of weeklies base their cost of advertising on circulation and some can't be made to realize that they should pay more for 2,000 than for 1,500." (He indicates that a paper which can't get, in its locality, above a certain rate, should think about not increasing its circulation above a practical point.)

PREMIUMS KEEP UP, OLD AND NEW

Bicycles and velocipedes are live circulation getters for children's contests, says the Emblem Mfg. Co., New York; newsbags and change aprons, the Allied Belting Co., Greenville, O.; chinaware is "Good", the Limoges China Co., Sebring, O.; travel accident insurance is taking a fresh hold, the Hickey-Mitchell Co., St. Louis; dinner sets, the Salem China Co., Salem, O. A big fall boom in newspaper circulation is predicted by each of them.

LODGES AND SOCIETIES OFFERED CHINA

The Quincy (Ill.) *Whig-Journal* put out a 130-piece china set to organizations, the deal being twenty 26-week subscribers to the set. Walter E. Hoots, circulation director, says such a method works well in smaller communities. He had each set embossed with the emblem of the organization earning it.

NO TIME TO READ, AND WHY?

The Indianapolis (Ind.) *News* recently got a carrier's report saying the subscriber stopped because his mother-in-law was coming for the summer and he would therefore have no time to read.

COMMUNITY BUILDING

GO AFTER THE PEDDLERS

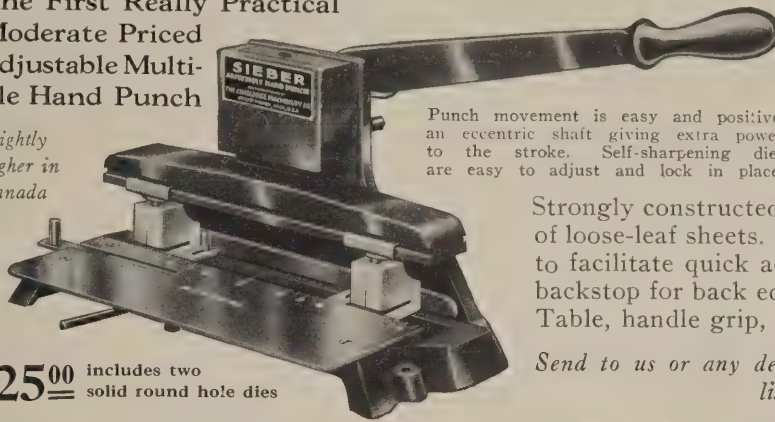
A number of weeklies and dailies in Central New York State, in Pennsylvania and in other states are campaigning vigorously against the itinerant merchants "organized, legalized and otherwise." The work had a good ring: "When they are honest and earnest, they do not offer something for nothing, or fabulous values. The latter: Give them the air." The movement is cropping out all over the country.

FREE ADS, TO BUILD UP COMMUNITY

The Long Prairie (Minn.) *Leader* made the following announcement: "WANTED TO EXCHANGE—THE LEADER will run free of charge advertisements in this department for those who want to exchange pure bred sires with Todd county farmers. If you have used your sire until you desire to change and will exchange him with some other farmer in the county, send us the facts and we will advertise him for you free."

The First Really Practical
Moderate Priced
Adjustable Multi-
ple Hand Punch

*Slightly
higher in
Canada*



\$25⁰⁰ includes two
solid round hole dies

Punch movement is easy and positive,
an eccentric shaft giving extra power
to the stroke. Self-sharpening dies
are easy to adjust and lock in place.

THE SIEBER ADJUSTABLE HAND PUNCH

Strongly constructed and will handle all kinds and sizes
of loose-leaf sheets. Table is graduated in plain figures
to facilitate quick adjustment of dies. Has adjustable
backstop for back edge of sheet. Handsomely finished.
Table, handle grip, and dies are nickel-plated.

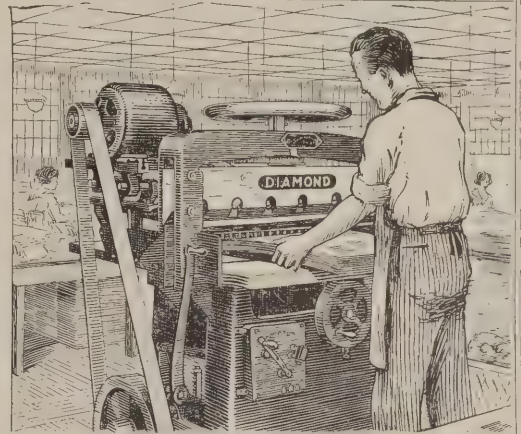
*Send to us or any dealer for Illustrated Circular showing
list of Sieber Dies.*

Paper Cutter Satisfaction

IT is just as much an efficiency and money-making prop-
osition to have a cutting machine doing **better work
in less time** as it is to have proportionate economy in any
of your other machines. The Diamond Power Cutter yields the
maximum result with the least operating and up-keep expense.
Diamond Cutters have the largest sale of any power paper cutter
in the United States, within their rated sizes. Note the massive
three-piece construction—base, arch and table—other cutters use
as many as seven pieces. Those who want the best Power Cutter
to be had always insist on a "Diamond."

Sold and Guaranteed by Type Founders and Dealers

The Challenge Machinery Co., Grand Haven, Mich.
NEW YORK, 220 W. 19th ST. CHICAGO, 124 S. WELLS ST.



For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

**AMERICAN
TYPE**

The Best in Any Case

Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Stapleset Benzine and
Lye Brushes
Galleys, Brass and Steel

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

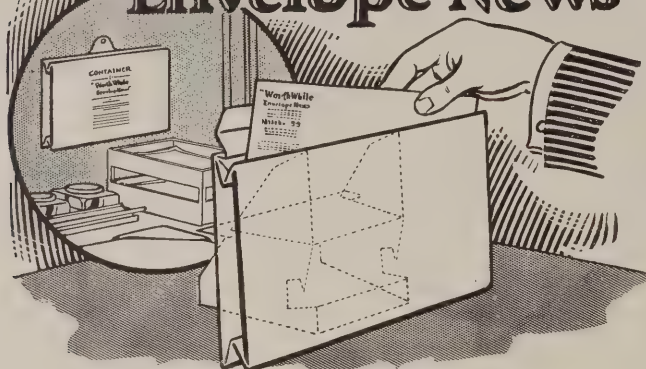
RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

Your "Worth While Envelope News"



— and now this Upright Desk or Wall container to keep it more handily in front of you.

Each issue of our "Worth While Envelope News" is crammed with facts of infinite value to you. Don't take the edge off its usefulness by putting it away so carefully that you can't find it!

So that you'll have it handy, we are sending out the special desk container which keeps it *upright* on your desk or can be used as a wall hanger.

Keep it within arm's reach and we'll guarantee it will pay a rich return on the trifling parking space which it takes up.

If you have not received your container—or worse—if you're not on the "Worth While" mailing list, write us at once. And ask for free Price List No. 27 that tells you about the 600 separate styles that make up our array of

TWENTY MILLION ENVELOPES IN STOCK—FOR INSTANT SHIPMENT



South Water
from Clinton
to Ferry Sts
Milwaukee
Wisconsin

"NPJ" ROUND TABLE (CONTINUED)

JUDGING FIRST PAGES IN CONTESTS

In judging first-page contests, I use the following scale, with 100% as the highest possible average, and the classified percentages the highest possible for each sub-division: (In response to numerous requests as to my "system.")

General Appearance	20%
News Value of Contents	20%
Heading and Text Typography	15%
Head-Construction*	15%
Preparation of News*	15%
Economy of Production	15%
	100%

* Refers to writing, grammar, balance, etc.

—J. L. M.

ASSOCIATION PROGRESS

HOME PAPER WEEK IN KANSAS

The Kansas Press Association gained international newspaper publicity through its recent enterprise. The observance included a proclamation by the Governor, sermons in churches on the community newspaper, meetings of chambers of commerce and civic clubs with programs dealing with the home paper, a radio program by one of the most powerful stations in the State, displays of books or articles on the press by city and town libraries, and displays in windows of newspaper offices. One of the most interesting and useful features of the week was the holding of prize contests for essays by school pupils on subjects connected with the home paper.

Dates for Printer-Publishers

September

VIRGINIA PRESS ASSOCIATION, 10-12, Clinton Forge.
INTERSTATE CIRCULATION MANAGERS' ASSOCIATION, 15, Wilmington, Del.
INTERNATIONAL ASSOCIATION OF ELECTROTYPERS, 17-19, Congress Hotel, Chicago, Ill.
TRI-STATE EDITORIAL ASSOCIATION, 24-26, Sioux City.
GEORGE PRESS ASSOCIATION, 21-24, West Point and Tallulah Falls.

October

INLAND DAILY PRESS ASSOCIATION, 13-14, Sherman Hotel, Chicago.
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES, 7-8, New York.
ASSOCIATED BUSINESS PAPERS, INC., 13-15, Chicago.
ASSOCIATION OF NATIONAL ADVERTISERS, 16-18, Washington.
NATIONAL ASSOCIATION OF STATE PRESS MANAGERS, St. Louis, Mo.
UNITED TYPOTHETAE OF AMERICA, 19-24, Edgewater Beach Hotel, Chicago.
DIRECT MAIL ADVERTISING ASSOCIATION, 28-30, Boston.
OHIO CIRCULATION MANAGERS' ASSOCIATION, 28, Columbus, O.
TEXAS EDITORIAL ASSOCIATION, 3-5, Brownsville.
UNIVERSITY PRESS CLUB OF MICHIGAN, 29-31, Ann Arbor.
ILLINOIS PRESS ASSOCIATION, 1-3; Urbana, State University.

November

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION, 12-14, White Sulphur Springs.

December

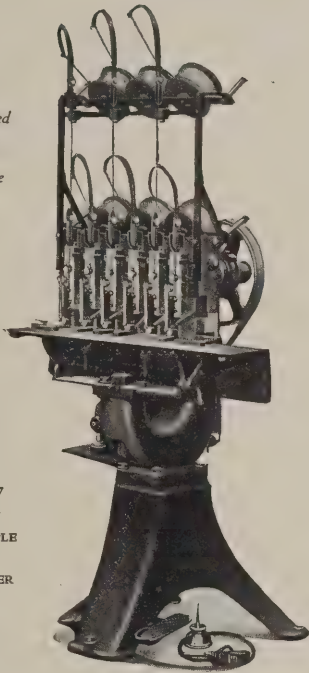
TEXAS EDITORIAL ASSOCIATION, 3-5, Brownsville.
KANSAS DEMOCRATIC EDITORIAL ASSOCIATION, 28, Wichita.

Association Elections

ASSOCIATION OF NEWSPAPER SYNDICATES—President, David Lawrence, Current News Features, Inc.; vice-president, George Matthew Adams, George Matthew Adams Service; secretary, H. H. McClure, Associated Newspapers; treasurer, Thomas W. Gerber, United Features Syndicate Organization Committee; Mr. Lawrence; Christy Walsh, Christy Walsh Syndicate; William Johnson, Johnson Features, Inc.; Maximilian Elser, Jr., Metropolitan Newspaper Service; V. V. McNitt, McNaught Syndicate, Inc.; Harry Staton, New York Herald Tribune Syndicate; F. B. Knapp, New York World Syndicate; Mr. Adams; C. T. Brainerd, McClure Newspaper Syndicate; and Mr. McClure. Present at the organization dinner: William Clayton, R. M. Cleveland, Readers' Syndicate; David Lawrence, Lemuel F. Parton, Current News Features, Inc.; Clinton T. Brainerd, McClure Newspaper Syndicate; John Van Biber, D. P. Syndicate; E. W. Gilland, Newspaper Information Service, Washington, D. C.; F. J. Murphy, McNaught Syndicate, Inc.; Leslie Fulenwider, C. D. Russell, Famous Feature Syndicate Inc.; Christy Walsh, J. F. Hanratty, Christy Walsh Syndicate; W. H. Johnson, Johnson Features, Inc.; J. E. Watkins,

BOSTON *Multiple Wire Stitcher* No. 17

*Two
Hundred
Stitches
per
Minute
for
Each
Head*



No. 17
BOSTON
MULTIPLE
WIRE
STITCHER

*I*N considering fall changes in your bindery equipment investigate the No. 17 Boston. This Multiple Model was designed for checkbook, salesbook, ticket and pamphlet stitching and produces all at a considerable saving in cost. It is a new idea in wire stitching machinery and is efficient and dependable.

Two to ten heads may be mounted on the twenty-inch cross-head and quickly adjusted to the work. Capacity two sheets to one-fourth inch, flat and saddle table, 200 stitches per minute for each head. One touch of the treadle places all the heads in operation in unison. Minimum distance between stitches $1\frac{3}{8}$ in.

*The Standard No. 17 Multiple Equipment includes Two Heads
Flat and Saddle Table, Centering Device for Saddle Work*

GENERAL SELLING AGENT

American Type Founders Company

Sold also by BARNHART BROTHERS & SPINDLER, and in Mexico and South America
by NATIONAL PAPER AND TYPE COMPANY

SET IN MEMBERS OF THE CLOISTER FAMILY CLELAND BORDER

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Fourteen Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI, OHIO
CHICAGO, ILLINOIS
BOSTON, MASSACHUSETTS
KANSAS CITY, MO.
DALLAS, TEXAS

MINNEAPOLIS, MINNESOTA
ST. LOUIS, MO.
PHILADELPHIA, PENN.
ROCHESTER, N. Y.
DETROIT, MICHIGAN

KALAMAZOO, MICHIGAN
INDIANAPOLIS, INDIANA
BIRMINGHAM, ALABAMA
NASHVILLE, TENNESSEE

Hotel Brevoort

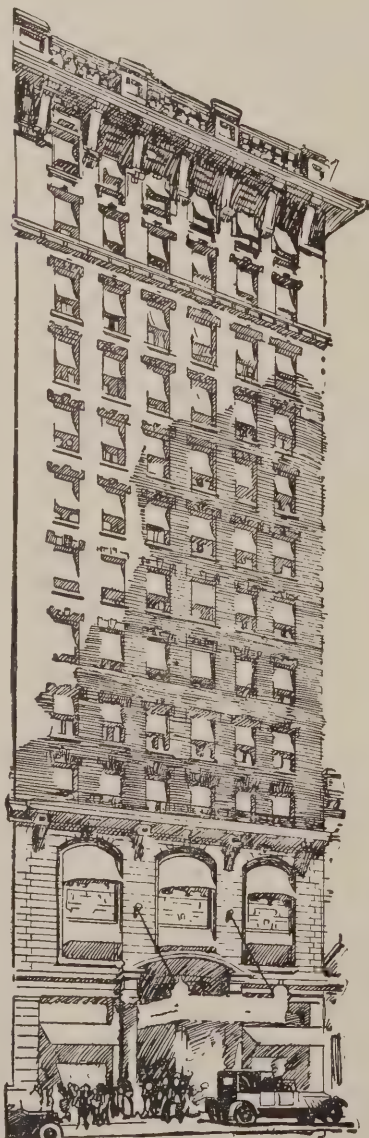
Madison St., East of La Salle
CHICAGO

COMPETENT authority has said that, of the three best restaurants in Chicago, two are located in the Hotel Brevoort.

When you visit Chicago, have at least one meal in the beautiful Main Restaurant or the Old English Grill of this famous hotel.

The superiority of service that distinguishes Brevoort Restaurants is typical of accommodations in every department of this convenient downtown hotel. And Brevoort charges are notably moderate.

Near at hand are the principal stores, banks, theaters, office buildings and wholesale houses.



E. N. MATHEWS, President
R. E. KELLIHER, Manager

"NPJ" ROUND TABLE (CONTINUED)

Ledger Syndicate, Philadelphia and Post Syndicate, New York; John F. Dille, National Newspaper Service; Max Elser, Jr., Metropolitan Newspaper Service; Raleigh T. Curtis, Fairchild News Service; W. P. Sarver, Associated Newspapers; J. E. Rice, Watson Davis, Science Service, Washington, D. C.; Harland H. Allen, Allen Feature Service; A. A. Preciado, Thompson Feature Service, Inc.; Henry M. Snevily, Bell Syndicate; George T. Bye, Putnam Syndicate; E. S. McClure, Republic Syndicate, Inc.; Myles F. Lasker, Cosmos Newspaper Syndicate; Harper Kimber, Murray's Newspaper Service; Hugh Baillie, United Feature Syndicate; Bruno Pascale, George Matthew Adams, Fitzhugh Green, George Matthew Adams Service; Frank B. Knapp, New York World Syndicate; Robert E. Moyer, New York World News Service.

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN—President, George A. Faber, 185 Martin St., Milwaukee; first vice-president, Ernest C. Dittman, Supt. Rand-McNally Printing Co., 1438 Norwood St., Chicago; second vice-president, Edward Kurlle, Supt., Caslon Press, Toledo, O.; treasurer, Harvey H. Weber, Supt. Baker-Jones-Hausauer, 45 Carrol St., Buffalo; secretary, L. M. Augustine, Plant Manager, Day Printing Co., 33 White Ave., Hamilton, Baltimore.

ENGRAVOGRAPHIA—President, Henry Sullivan, 111 Wisconsin St., Milwaukee, Wis.; vice-president, William J. Ecker, Jr., Ecker & Co., St. Louis, Mo.; treasurer, M. J. Bournique, Watkinson & Bournique, New York City; general manager, T. A. Insert, New York City.

OREGON STATE EDITORIAL ASSOCIATION—President, A. L. Mallery, Oakland Tribune; secretary-treasurer, Hal E. Hoss, Oregon City Enterprise. Board of directors: Joe D. Thomison, Hood River Glacier; Earle Richardson, Dallas Observer; George Aikin, Ontario Argus; Edgar McDaniel, North Bend Harbor; A. E. Voorhies, Grants Pass Courier.

NEW HAMPSHIRE PRESS ASSOCIATION—President, George D. Cummings, Peterboro; vice-president, Arthur S. Morris, Littleton Courier; secretary, A. B. Rotch, Milford Cabinet; R. J. McLean, Plymouth Record.

WASHINGTON STATE PRESS ASSOCIATION (Group Four)—President, E. P. Murphy, Entiat Times; secretary, Frank Emert, Oroville Gazette.

NATIONAL BETTER BUSINESS BUREAU, Inc., (Supplants Vigilance Committee of A. A. C. W.)—President, Lou E. Holland, Holland Engraving Co., Kansas City, Mo., retiring president of the world association; vice-president, Lewis Harriman, Fidelity Trust Co., Buffalo, N. Y.; secretary-treasurer, Jesse H. Neal, New York, secretary-treasurer of the A. A. C. W.; manager, Edward L. Greene, E. Lansing Ray, publisher St. Louis (Mo.) Globe-Democrat, is a member of the directorate.

AMERICAN PHOTO ENGRAVERS' ASSOCIATION—President, E. W. Houser, Barnes-Crosby Company, Chicago; First vice-president, V. W. Hurst, Hurst Engraving Company, Rochester, N. Y.; second vice-president, H. C. Campbell, Western Engraving & Color Company, Seattle, Wash.; secretary-treasurer, Oscar F. Kwett, Northern Engraving Company, Canton, O.; executive committee, Adolph Schuetz, Sterling Engraving Company, New York; C. A. Stinson, Gatchel-Manning Company, Philadelphia; B. J. Gray, Gray Adams Engraving Company, St. Louis; C. W. Beck, Jr., Beck Engraving Company, Philadelphia; R. W. Hirschert, Mugler Engraving Company, Cleveland.

SOUTHERN ILLINOIS EDITORIAL ASSOCIATION—President, E. E. Evans, Belleville Advocate; vice-president, Mrs. Clara Schmidt, Nashville Journal; secretary-treasurer, John McConachie, Coulterville Republican. Executive Committee: S. S. Preston, Gillespie News; N. L. Wood, Flora Record-Journal; L. L. Lindley, Granite City Press-Record; Fred M. Rolens, Murphysboro Independent; I. S. Dunn, Diverson News.

SOUTH DAKOTA ASSOCIATED PRESS ASSOCIATION—President, W. R. Ronald, Mitchell Evening Republican; vice-president, S. X. Wray, Watertown Public Opinion; secretary, R. Z. Henle, Pierre.

CENTRAL MICHIGAN PRESS CLUB—President, J. N. McCall, Gratiot County Herald; vice-president, Spencer Clark, Clinton County Republican News; secretary-treasurer, Theodore Thompson, Williamston Enterprise. (For four counties, sponsored by St. Johns Republican News and Field Director Len W. Feighner of the Michigan Press Association.)

Educational : : Notes

NEW JOURNALISM COURSE PLANNED

The College of Business Administration, Boston (Mass.) University, is opening a department of journalism, the outgrowth of courses given since 1914. Prof. Harry B. Center is in charge. Four-year programs leading to degrees have been prepared, including technique.

TRAVELING CONVENTION A "LEAD"

Wisconsin newspapers, following another successful state tour in autos by the Wisconsin Press Association, are recommending the method for all sorts of conventions, replacing the proverbial convention hall, set program, etc. Wisconsin P. A. has done this for five years successfully.

BUCKSHOTS BY OLE BUCK

Everybody over the Country knows about Ole Buck, the field manager of the famous Nebraska Press Association. Not many know as yet that Ole is syndicating a "colyum," called *Buckshot*. He tells me lots of papers copied it after he started the department, and now 250 Nebraska and other papers use



Your Composing Room Foreman
can "speed-up" the "make-up"
and lower his costs with unlimited
base and spacing material at
his command.

Stevenson Furniture Molds

installed on your Linotypes or
Intertypes will cast base and
spacing material from linotype
metal—

At No Additional Cost to You

Write for full particulars.

Ashton G. Stevenson, Inc.

859 North Franklin St.

Chicago



HARVEST TIME

Make this fall show the biggest
gain and the biggest business
in all departments of your news-
paper. P. C. C. Service can help
you—it will give you MORE
circulation—MORE influ-
ence—GREATER adver-
tising rate —

AND MORE PROFIT

\$141,769 IN CASH
22,134 NEW
SUBSCRIBERS

Represents the business secured by this
organization in recent campaigns—seven
daily papers and seven weekly papers—
a total of 14 newspapers in all—may we
serve YOU?

"Twenty Years Doing One Thing Well"

PACIFIC COAST CIRCULATION SERVICE

Self Financing Circulation Campaigns
Bell Block Cincinnati, Ohio

"A Wire Will Save Time"

Wilke's
METALS
THE HIGHEST STANDARD

Ask Any User

AMONG the users of "Wilke's" Type Metals are many
printers who turn out work of the highest quality,
and publishers who take pride in a clearly printed sheet.
They find our products a means toward an end.

"Wilke's" Metals have set a new high standard for metals
used in line-casting, type-casting and stereotyping depart-
ments. We take every precaution to safeguard and main-
tain their uniformly high quality. Their value to users is
expressed in our rapidly growing business.

"Wilke's" Type Metal Insurance Plan is your protection
in maintaining the good condition of your metal supply.
It is your insurance for good results.

Write us for full details

METALS REFINING COMPANY

HAMMOND, INDIANA

Warehouses in All Principal Cities

S-H "Big Four" Saw-Trimmers

**Best Machines
on the Market**

A line that will
meet every demand
from the smallest to
the largest office.

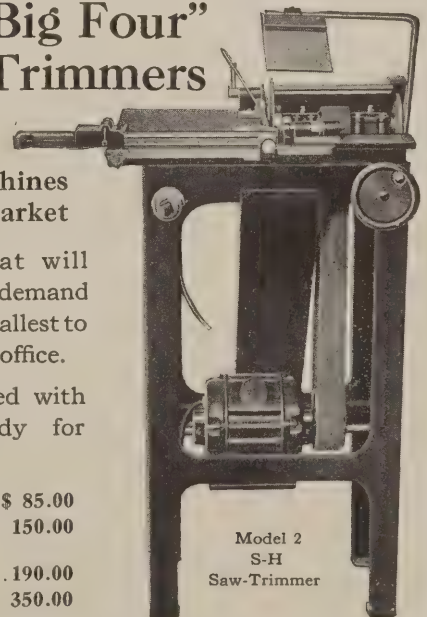
All equipped with
motor ready for
use.

Model No. 4 \$ 85.00

Model No. 3 150.00

Standard
Model. 190.00

Model No. 2 350.00



Model 2
S-H
Saw-Trimmer

SPECIAL OFFER

We have four Standard Models of an earlier make
on hand. These machines are in first-class condition
and sell for \$95.00, or half of the present price.

Write for Literature, Terms and Special Discounts

**The Schuyler-Hildman Saw-Trimmer
and Linotype Supply Co.**

160 N. Wells Street

Chicago, Ill.

SPARTAN TYPE METALS



THE PRINTING WORLD
RECOGNIZES THE
SUPERIORITY OF
SPARTAN
AND WE RECOGNIZE
OUR RESPONSIBILITY

For
Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositype

All Special Feed Bars

MERCHANT & EVANS CO.
PHILADELPHIA

Since 1866

QUALITY ♦ ♦ ♦ SERVICE ♦ ♦ ♦ VALUE

Embodied in All
Standard Line, Point Set

TYPE

Manufactured by

Damon Type Founders Co.
INCORPORATED

44 Beekman Street, New York

We Carry in Stock Ready for Immediate Delivery
Chandler & Price Presses, Hamilton Wood and Steel
Equipment, and Everything the Printer Requires.

"NPJ" ROUND TABLE

(CONTINUED)

it; "the income buys my pipe fodder," he added. By the way, get a specimen copy of Wil Tufford's monthly house organ for his printing plant, at Clinton, Ia. The secretary-manager of the Inland Dailies is quoted all over creation from this unique publication.

SOUTHERN ASSOCIATION'S DUES RANGE

The following is the new article on memberships of the Southern Daily Newspaper Association:

Any individual, co-partnership or corporation, which is the owner of a daily newspaper, may become a member of this organization. Admission shall be by vote of the Association. The Board of Directors make such other conditions, restrictions and limitations as to membership and changes in the dues as they in their discretion deem advisable.

The annual membership dues shall be as follows:

<i>Under 3,000 circulation</i>	<i>\$ 30.00</i>
<i>3,000 to 7,000 circulation</i>	<i>40.00</i>
<i>7,000 to 10,000 circulation</i>	<i>50.00</i>
<i>10,000 to 20,000 circulation</i>	<i>60.00</i>
<i>20,000 to 30,000 circulation</i>	<i>70.00</i>
<i>30,000 to 40,000 circulation</i>	<i>80.00</i>
<i>40,000 to 50,000 circulation</i>	<i>90.00</i>
<i>Over 50,000 Circulation</i>	<i>100.00</i>

The Southern pays its manager a larger salary than the total revenue of many (most) other associations, and even then some of the others have to beg and plead for the annual dues.

ONE HUNDREDTH BULLETIN

The Inland Daily Press Association recently issued its monthly bulletin, No. 100. Tufford has edited the whole thing, sometimes a small booklet, and it is a valuable compendium each month not only on Inland doings, but the high spots of association work from all over the Country. It goes to paid members only, with few exceptions. This bulletin started in 1918 as a one-page letter. When A. L. Miller, Battle Creek (Mich.) *Enquirer News*, became president of the Inland in 1916, it was put across in more pretentious style, the real beginnings of the present one. No advertising is carried; it is not considered proper to do so.

WISCONSIN'S NEW RATE CARD

Louis H. Zimmermann, Burlington (Wis.) *Standard-Democrat*, has just mailed it to all agencies, advertisers, etc. He points out that the association is in no way an agency or representative. Anyone referring to this list can get all information needed about rates, etc., of Wisconsin newspapers. Then, there is some unusually well-edited matter about Wisconsin as an advertisers' field.

E. ROY SAYLES LEAVES SECRETARYSHIP

After a long period as secretary-manager of the Canadian Weekly Newspapers' Association, Mr. Sayles has bought the Renfrew (Ont.) *Mercury*. His remarkably constructive work for the association will live long. Associations in the U. S. A. can get a lot of lessons in pulling together for real objectives.

HERE'S A REAL JOURNALISM SCHOOL IDEA

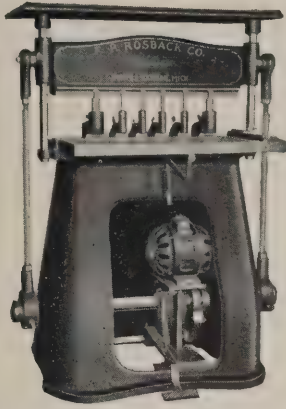
In an address to the American Association of Journalism Teachers, this writer two years ago pointed out that the schools turn out the boys and girls by the hundreds; but, what do they do about "selling the product" to the editors and publishers? Announcement is now made of a national employment bureau by *Sigma Delta Chi* fraternity, Robert B. Tarr, 2929 Northwestern Ave., Detroit, Mich. Sponsors: Kenneth C. Hogate, managing editor, *Wall Street Journal*; James A. Stuart, managing editor, *Indianapolis Star*; Dean Eric W. Allen, University of Oregon School of Journalism; Lee A. White, editorial staff, *Detroit News*; Willard G. Bleyer, director School of Journalism, University of Wisconsin; Bruce Bliven, editorial staff, *The New Republic*.

EDITORS TO WRITE STORIES FOR MOVIES

The Universal Pictures Corporation, Universal City, Calif., announces a contest, with \$5,000 prizes, for the ten best motion picture stories by members of the National Editorial Association.

SANDBAGLESS SANDBAG; by FEUDNER

Bill Feudner, Rushville (Ind.) *Republican*, is again "there" with something really new to get the boys to the conventions. As secretary of the Indiana Republican Editorial Association,



THE ROSBACK MULTIPLEX PUNCHING MACHINE

The Only Machine in The World That—

Round Corners Tab Cuts for Index Cards Punches Round or Open Holes
Perforates (Like Postage Stamps)

Does a Wider Range of Work than Any Other Punching Machine.
Latest Type One-Piece Self-Aligning Punch Heads.
Power Applied on Both Ends.

Heads can't Creep or Move while Punching.

No Spring or Tilt of Head.

Very Massive—Heavily Constructed Throughout.

One-Piece Bed and Stand.

Heads can be Removed from any Position without Disturbing Others in Use.

F. P. ROSBACK CO.

Benton Harbor, Michigan

THE LARGEST PERFORATOR FACTORY IN THE WORLD

NEENAH PAPER COMPANY

Neenah, Wisconsin

Makers of
SUCCESS BOND
OLD COUNCIL TREE BOND
CHIEFTAIN BOND
NEENAH BOND

Check
✓ the Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

"Note the Tear and Wear as well as the Test"

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



*Measure service
by proved results*

*Get our facts—
then decide!*

THE BASIL L. SMITH SYSTEM, INC.

International Classified Advertising
Counsellors

Packard Building

Philadelphia

**Here Is a Fine Opportunity for a Small
Daily or a Weekly of Large
Circulation.**

12-Page Duplex Flat-Bed Web Press

Printing from type or flat forms, from
a web, papers of 4, 6, 8, 10 or 12
pages, at 3500 to 4000 per hour.
Printed all at once, delivered folded
to half page.

For sale because of consolidation of pa-
pers. Can be seen in operation at
Oswego, N. Y. Good press at an
attractive price.

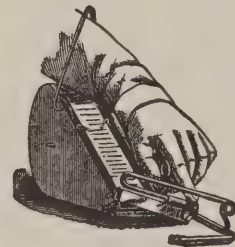
Ask us for details and price.



BAKER SALES COMPANY

200 Fifth Avenue - - - New York City

Send for Our List of Surplus Equipment No. 51.



THE ROBERT DICK MAILER

Reduces mailing expense

Efficient

Light

Inexpensive

Addresses (expert) 8,556 an hour

Beats them all

Leads, others follow

Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer

137 W. TUPPER ST.

BUFFALO, N. Y.

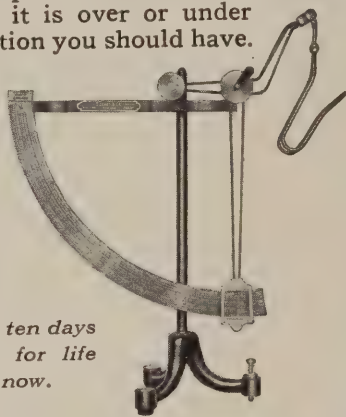
Is Your Print Paper Up to Specifications?

Print paper which is over weight means added expense. Print paper under weight spells trouble in your press room.

The Cady Scale

is a patented instrument which provides a simple and accurate method for testing a small sheet of paper from each roll to determine whether it is over or under weight—information you should have.

With the CADY SCALE you can have a daily report on every roll stripped in your press room.



All goods sent on ten days approval. Write for life size circular now.

E. J. Cady & Company

549 West Washington Blvd. Chicago, Illinois

IF YOU ARE

Buying Printing
Using Direct-Mail Advertising
Responsible for the Success of a Modern Business
Interested in Typographical Design in Selling Documents
Interested in Advertising Art Work
Planning Advertising Campaigns
Writing Copy
Organizing a Service Department
Looking for Business Building Principles

IF YOU WANT

Solutions of These Hard Selling Problems
To Study Current Advertising Work
To Keep Abreast of Current Thought in Printed Salesmanship
More Business—Greater Profits—Greater Success
An Inspiring, Instructive, Informative Magazine

Then You Should Read PRINTED SALESMANSHIP

(Incorporated with The Printing Art)

It is the one magazine that will provide all these things, because it teaches and demonstrates by practical men—AUTHORITIES, not theorists—men who make their living by successfully doing every day what they write about.

The subscription to PRINTED SALESMANSHIP (incorporated with The Printing Art) is \$4 a year. Each issue weighs one pound, contains over 100 beautifully printed pages with many illustrations in color, gathered from all over the world—the work of the masters in every line of Graphic Arts. The size is 9 1/4 x 12 1/2 inches. They are too expensive to send as sample copies, but a copy of the current issue will be mailed on receipt of 40 cents in stamps.

Address

PRINTED SALESMANSHIP

Cambridge, Mass.

"NPJ" ROUND TABLE

(CONTINUED)

which "outed" at Michigan City, Aug. 6-7, he sent out a little advance bag of Indiana-Lake Michigan sand, with a shipping tag, saying: "We don't want to sandbag you into coming, but if you don't come, WE ALL LOSE!"

UTAH PRESS USES THIS

The publicity committee, Will R. Holmes, Brigham City Journal, chairman, issues supplements four pages, six columns, well illustrated, about different sections of the state—agricultural, scenic, industrial, etc. Newspapers "supplementing" it have their folio lines inserted. The latest issue showed off the valley in which the summer meeting of the association was held.

BOOKS AND PUBLICATIONS

SHEPARD CO. UNDER NEW MANAGEMENT

James Hibben, for twelve years general manager of The Henry O. Shepard Company and *The Inland Printer* Company, 632 Sherman Street, Chicago, has resigned to give his law practice his individual attention. Mr. Hibben became affiliated with the two companies as one of the trustees of the Henry O. Shepard estate when Mr. Shepard died in 1903. Harry Hillman who for a number of years has been editor of *The Inland Printer*, as well as an officer and director of both companies, succeeds Mr. Hibben as general manager. Mr. Hillman is nationally known through his painstaking work and steady application for his great monthly. As an editor and as a lecturer on printing subjects, he carries with him into his new position the well-wishes of hosts of friends and acquaintances.

NEW COURSE IN ESTIMATING

The U. T. A. announces early publication of "Typothetae Standard Estimating Course for Printers," twenty lessons each bound separately and punched for binder. The course is based on Typothetae average production records, and is reported to be particularly intended for elementary estimating matters.

"SALES POWER IN LAYOUTS"

In a goodly number of years in the newspaper, magazine, advertising and similar fields, I have seen and read many publications—indeed, whole libraries—on the technique of the work, ever looking for practical experience to use, adopt and adapt. I find the finest compilation of its kind in the brochure of the above name, published by the Chicago Paper Co., the Foldwell house. It analyzes the laying out of printing jobs and advertisements in a most remarkably complete way. It tells what he does and how he does it—every step. It is charming with a multitude of fine illustrations, showing different effects and results. Not a single principal item in publicity and advertising through the printed page is omitted; and yet the volume is not large—it is enticingly small.—J. L. M.

"GETTING THINGS DONE IN THE OFFICE"

A companion piece for the Hammermill Bond Working Kit and Signal System in Business. Here we find eight pages, nicely done, of actual forms useful for getting facts, getting action and following up matters and things in an office. Among others: Pending file copy, letter taken from files, cross filing letters, telegram carrier, confirmation of telegram, memos, department reports, appointments (today and future) cure for lateness, personnel list.

LETTERS FROM READERS

G. H. NORDON, *North Vancouver (B. C.) Press*

"My candid opinion is that from month to month you are providing your readers with a compendium of information, embodying the considered conclusions of experts and also the means by which desirable results have actually been attained by practical printer-journalists who have accomplished something worth while, all of which cannot but prove valuable to printers or journalists or both. That is to say, in my humble opinion, under your able editorship, "NPJ" is fulfilling the purposes for which it exists. Keep your hat on. I am not insinuating that "NPJ" is perfect in every detail; for instance, it is

TIME SAVED IS MONEY SAVED!

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbings, Tipping and Mounting

SAVES 50 PER CENT IN LABOR

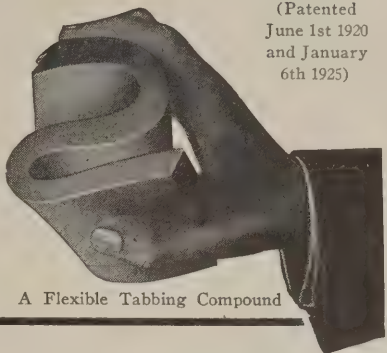
NUREX — The only Non-Inflammable Tabbings Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

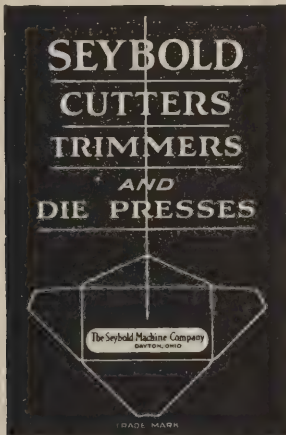
THE LEE HARDWARE CO.

Salina, Kansas, U. S. A.



A Flexible Tabbings Compound

(Patented
June 1st 1920
and January
6th 1925)



Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St.,

Milwaukee, Wis.

Eliminate Waste

in Your

Composing Room

The MONOMELT System—

Produces better type faces.

Produces more solid slugs.

Eliminates metal furnace.

50% less labor operations.

75% less metal drossage.

10% more production.

SAVES TIME, LABOR, MONEY

MONOMELT
SLUG FEEDER

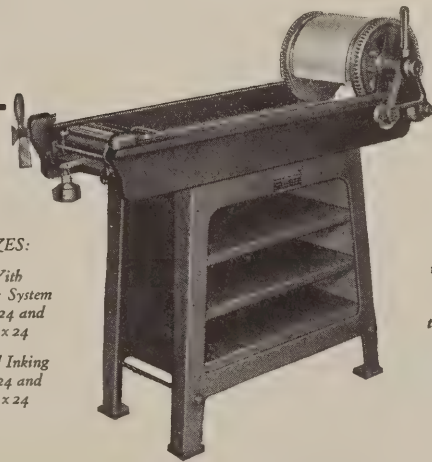
It Cleans as It Melts

Printers' Manufacturing Co.

1106-17 Transportation Bldg.

Chicago, Ill.

*Write us for Comments by Hundreds of
Enthusiastic Users.*



SIZES:

With
Inking System
10 x 24 and
12 x 24

Hand Inking
12 x 24 and
14 x 24

*Many
improvements
have been
made in
the design and
construction
of these
presses.*

Vandercook Rigid Bed

ROLLER SERIES PROOF PRESSES

One of the much used Vandercook models

These simple and compact presses are without equal for the rapid production of good proofs on any work within their size that does not need to be fed to grippers. Their practical utility has been established by their use in the greatest plants in the world such as the United States Government Printing Office, R. R. Donnelley & Sons Co., The Curtis Publishing Co., The Henry O. Shepard Co., Chicago, The Amalgamated Press of London, England, etc. The five plants mentioned use a total of 30 Vandercook Roller Series Proof Presses.

WRITE FOR FULL INFORMATION

Vandercook & Sons

*Originators of the
Modern Proof Press*

1716-22 W. Austin Ave., Chicago, Ill.

Don't "Try" Another Feeder
When You Know

The Margach

Will Make Good



MARGACH METAL FEEDER

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price \$75.00 Each

Additional molds \$2.00 each
Watercooled Molds: set of 4, \$100.00;
set of 6, \$150.00.

MARGACH MANUFACTURING COMPANY
213 Centre St., New York City

Advantages

Low priced as compared to value; greater production; perfect slugs; economy in consumption of gas; uniform temperature of metal; great saving of time in repigging and feeding, 10-year guarantee; never out of order; no overheating or leaking; simply constructed; no trouble to operate.

A Trial Will Convince
You

Steel Die Engraved

1926 CALENDAR CARDS

to fit 6 $\frac{3}{4}$ envelope in 3-ply white, grey, and buff cardboard, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

Personal and Business
Christmas Greeting Cards
with customer's name
engraved. Samples ready
September 1st, 1925.

AMERICAN EMBOSSEING CO.

192-96 Seneca Street

BUFFALO, N. Y.

"NPJ" ROUND TABLE

(CONTINUED)

my opinion that your front cover page design might be changed by way of improvement but the "internal insides" hit the nail right on the head from the viewpoint of the printer-journalist."

HOMER B. CLEMMONS, *Blue Island (Ill.) Sun-Standard*

"I find many good and profitable items, stories, subjects of interest, suggestions, etc., in "NPJ" which the *Sun-Standard* uses to its profit from time to time."

GRATEFUL ACKNOWLEDGMENT!

I wish that I might be able to do or say something which would adequately express my appreciation of the many kind letters from my friends in this field throughout the States and Canada, received during the past few weeks, when in some manner it was noised about that I had suffered a serious illness.

The tide has turned. Arrangements have been made to avoid over-work and bad working habits.

May I take this opportunity to counsel every printer: publisher among our many readers to watch the working habits. Like other "bad" habits, they sneak in all too easily; and they are hard to dig up and put off. On the other hand, this work we are all doing, seems often to be a constant series of temptations to be too particular, to rush and fume, and pull things out on time. *It must not be; it need not be that!*

Sincerely,

JOHN L. MEYER

N : E : W : S

GANNETT BUYS SIXTH PAPER

Frank Gannett, editor and publisher of the Rochester (N. Y.) *Times Union*, the largest of the Empire State group of publications, has purchased a controlling interest in the Newburgh *Daily News*. His other papers are: the *Elmira Star-Gazette*, the *Utica Observer-Dispatch*, the *Elmira Advertiser-Telegram*, and the *Ithaca Journal-News*.—*Service Sheet*

UNTIL TWENTY HOURS BEFORE "THIRTY"

Victor F. Lawson, for nearly 50 years editor and publisher of the Chicago (Ill.) *Daily News*, passing away August 19, 1925, at 75 years, remained in touch with every angle of his great publishing enterprise until twenty hours before he was called. He left his office the last time with all his mail attended. His life began and remained in the throb of the newspaper atmosphere. Melville E. Stone was one of his early co-workers. A book of size would not encompass the interesting and valuable points of his career. The Associated Press owes much to Lawson; as does upright journalism. Once he wrote Stone: "And at the last, whether it come soon or late, for you and for us and for all we love, may it be light at eventide!"

SERVICE AFTER A STORM—Not what you may expect to read; but: The Springfield (Ill.) *Journal*, following a sleet storm, inaugurated a department of advice to readers in tree surgery, getting the co-operation of the Davey institute at Kent.

The SIMPL-O CASTER Outfit

Consisting of

SIMPL-O CASTER, a casting box complete with metal pot and gas burner or gasoline furnace.

EAS-O MAT MAKER, makes mats from standing type forms.

MARVEL-O SAW, a specially built saw for the printer, including three accurate gauges, two saw blades.

A Complete Outfit.

More than 2,000 of these machines in successful operation.

Anyone can operate this equipment.

It lasts a lifetime.

A time saver.

Write for circular on these and other labor-saving devices for the printer.

Sold on monthly payments.

Simpl-O Caster Company

Park Building

Cleveland, Ohio

"NPJ" Classified Ads

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, \$1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

Standard Merchandising selling, commercial rush reports revised semi-annually. Educational-Industrial films. Scenario service. Clara Hanks Blackman, Preston Hotel, St. Petersburg, Fla.

Simplified Photo-engraving Process. Line and halftone cuts easily made. Particulars 2 cts. Horton & Fisher, Princeton, Ill.

NEWS FILE SERVICE

YOU put us on your mailing list
We check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months\$5.00
Daily Six Months\$7.00
Weekly Twelve Months\$5.00

We are serving Publishers in all parts of the United States.

Write us for further particulars.
Monmouth Blank Book Co.,

O. J. Forman, Prop.,
Monmouth, Ill.

PRINTERS' ROLLERS

VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—MACHINERY

FOR SALE—Babcock Optimus 5, with 3 HP a. c. motor attached, surplus from consolidation. Bed 39 x 43. Only 73,437 impressions. Rheostat control. Can be seen operating. Best offer before Sept. 20 takes it. Bulletin, Dillsburg, Pa.

SELLING AGENTS FOR

Perfection Quoins

Electric Welded Chases
Vandercook Proof Presses
Perforating Machines
Ortleb Ink Agitators
O. K. Paper Cutting Knives
and other Press and Composing Room Equipment

Folding Machines
Punching Machines
Wire Stitchers
Paper Cutters
Proof Presses

DEALERS IN

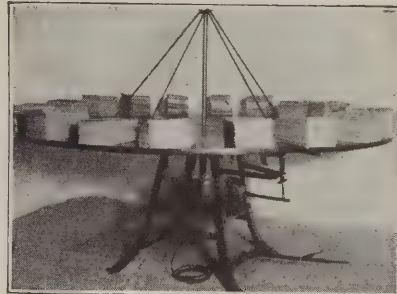
New and Rebuilt Cylinder and Job
Presses and Book Binding Machinery

J. Ruesch Prtg. Mach. Co.
MILWAUKEE, WISCONSIN

"HUBER" means "GOOD INKS"

J. M. HUBER, Inc.
130 West 42nd St., New York

Branch offices and foreign agencies in the principal
cities in the United States and foreign countries.



Rotary Gathering Table

Variable Speed, Two to
Six Revolutions per
Minute

Time and Labor Saving
Device for Gather-
ing Book Sections,
Single Sheets, En-
velopes or Calendar
Pads.

Three Styles—Prices \$225 to \$285 F. O. B. Chicago

City Sales Room—C. N. Stevens Co.—112 W. Harrison St.

THE EFFICIENCY BINDERY TABLE COMPANY

General Office: 12130 Eggleston Avenue, Chicago

TYPES THAT TALK

Superior Printing Equipment

WHEN in the market for Type Faces or Typographic Material, write for Specimens of our latest productions. Our modern designs are by noted artists of today and serve most effectively the advertising and commercial printing problems of the present. We are merchants of the best in Printing Machines and furnishers of Complete Equipments and Supplies.

Barnhart Brothers & Spindler

SUPERIOR PRODUCTS since 1868

Chicago Washington, D. C. Kansas City
Dallas Omaha Seattle
Saint Louis Saint Paul Vancouver, B. C.

STEREOTYPE CHASES

Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy.

Plain chases converted for Autoplate casting or made larger or smaller.

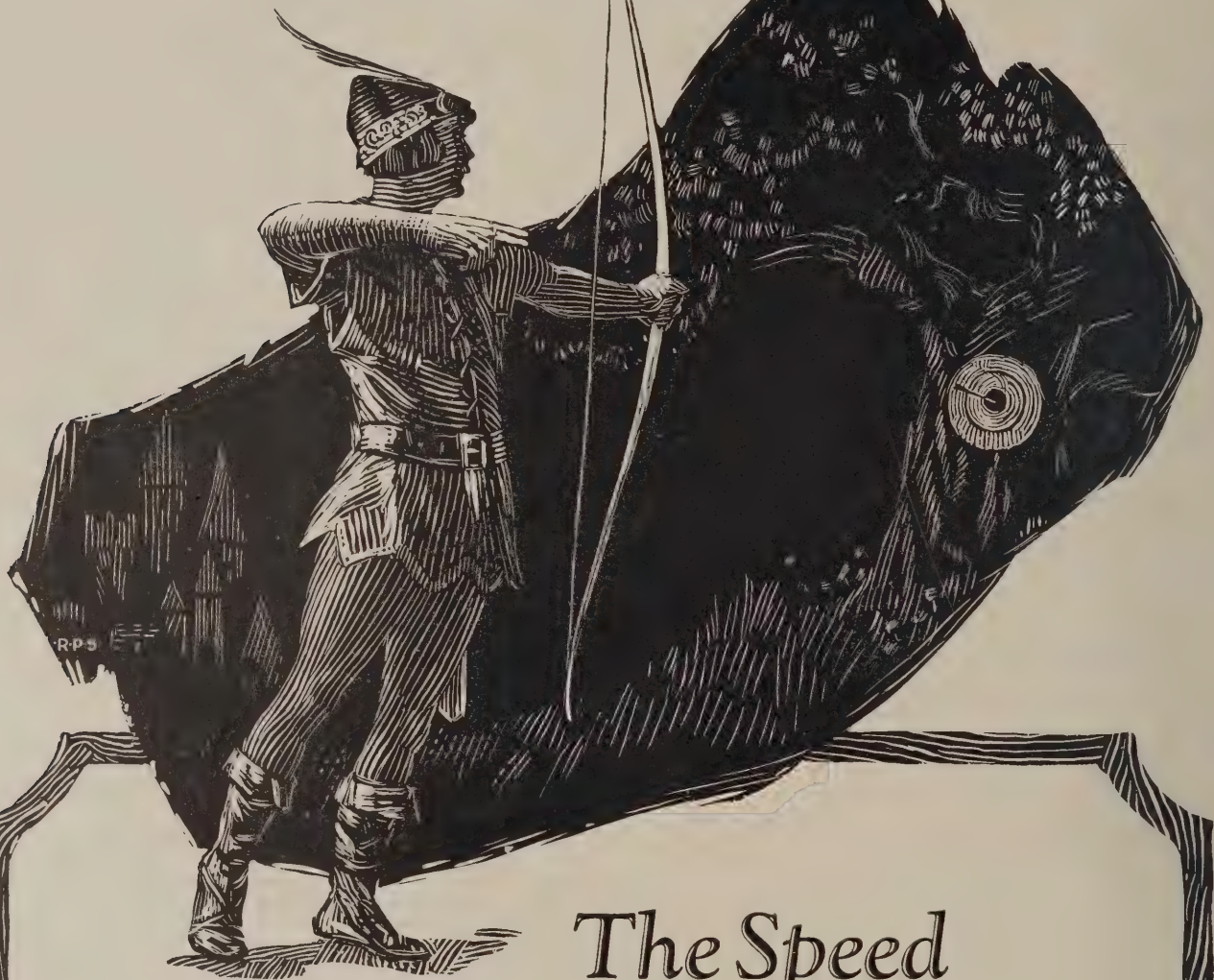
All kinds of chase alterations and repairs.

Prices for any size single page chase:

With plain bolster\$42.50
For Autoplate casting 50.00

American Steel Chase Co.
122 CENTRE ST. NEW YORK

Your Story in Pictures Leaves Nothing Untold



The Speed and Accuracy of an Arrow

Your product and selling points portrayed in pictures arrive in the reader's mind instantly and unmistakably; where words most often miss the mark.

PREMIER ENGRAVING COMPANY

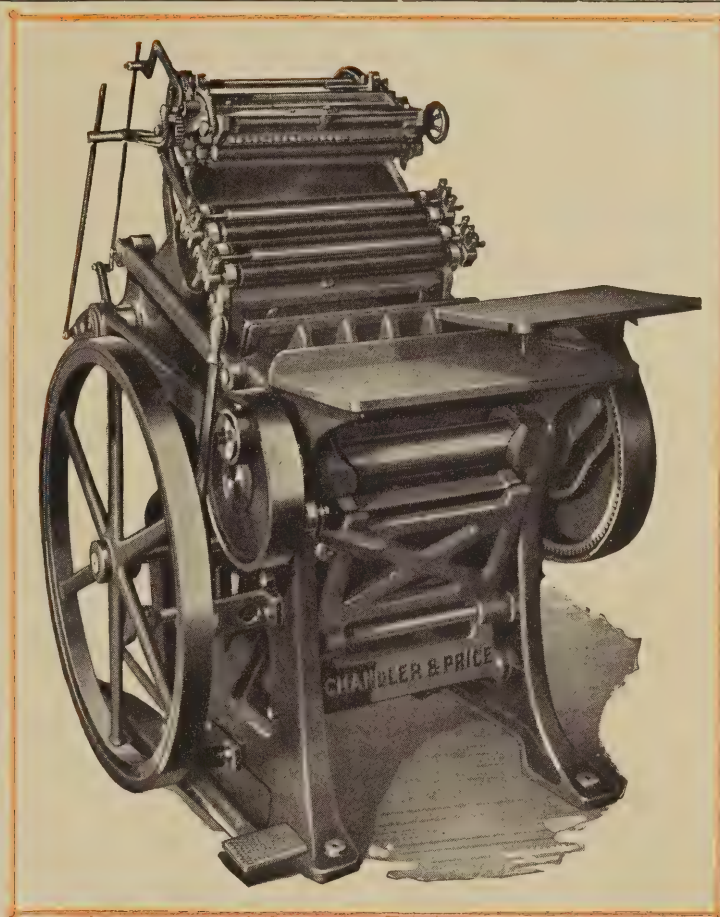
DESIGNERS
ENGRAVERS



817 WINNEBAGO ST.
MILWAUKEE, WIS.

The Chandler & Price Printing Presses

8x12 ~ 10x15 ~ FOUR SIZES ~ 12x18 ~ 14½x22



THE CRAFTSMAN ~ 12x18 ~ WITH ITS WONDERFUL DISTRIBUTION SYSTEM

WE CARRY all sizes of CHANDLER & PRICE PRESSES in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, write, telephone or wire your requirements, including motor equipment, to the nearest AMERICAN TYPE FOUNDERS COMPANY Selling House

Selling Houses Located in the Following Cities:

BOSTON
NEW YORK
PHILADELPHIA

RICHMOND
BALTIMORE
BUFFALO
PITTSBURGH

CLEVELAND
CINCINNATI
ATLANTA
CHICAGO

DETROIT
ST. LOUIS
MILWAUKEE
MINNEAPOLIS

KANSAS CITY
DENVER
SAN FRANCISCO
SPOKANE

PORTLAND, ORE.
LOS ANGELES
WINNIPEG

AMERICAN TYPE FOUNDERS COMPANY



Long Life Means Slow Depreciation

MERGENTHALER LINOTYPE COMPANY
Brooklyn, New York

TRADE **LINOTYPE** MARK

NATIONAL PRINTER JOURNALIST



Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1925

Annual Subscriptions
United States and Canada \$2
Foreign Subscriptions \$3
Single Copies 25c

HITCHES and HITCHING

IF Your Front Offices and Your Back Offices, or Your Upstairs and Your Downstairs, are Out of Mutual Step, Making Wasteful Hitches, - - and, That's the Case in Seven Out of Ten Newspaper and Job Plants : : :
AND, if you have been Baffled and Puzzled about getting them Hitched Up and Stepping Together Right : : :
STUDY the special Articles on this very Subject in This Issue of "NPJ", and You will find Real Help, based on Actual Experience.

John L. Meyer, Editor "NPJ"

October, 1925

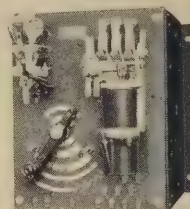
Number 10 :: Volume 43



Motor Starter and Speed Regulator for Printers and Publishers

have been used universally for more than a quarter of a century. Regardless of motor type—whether alternating or direct current or the kind of motor-driven machine—there is a C-H Controller to give the most satisfactory service.

C-H 6425 Automatic Pre-Set Controllers are designed for push button control with speed adjustment feature. Built rugged to withstand severe operating service. Also made completely enclosed.



Push button control saves time and reduces upkeep of motors.

Reduce Your Press Room Costs

THE proper control of your motor-driven equipment increases the efficiency of every drive—reduces wasted time, saves power, increases output—and thus cuts cost of production.

In the case of printing presses there are types of Cutler-Hammer Controllers that permit the quick selection of effective speeds for every job and every part of each job.

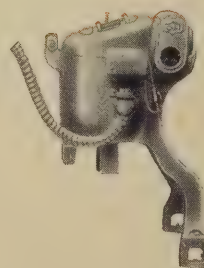
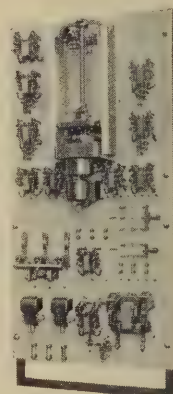
Where various parts of the plant or several machines are auxiliary to each other—C-H Con-

trol insures proper co-ordination.

Even with the simplest drives—the long life and dependable functioning of Cutler-Hammer Controllers mean low maintenance—while at the same time protecting the motors against damage due to overloading or failure of the power supply.

Through the experience and work of Cutler-Hammer engineers, the satisfactory operation of many kinds of motor-driven machines has been made possible. It will pay you to let these engineers consult with you.

Cutler-Hammer newspaper press controllers are made in types and sizes for the small city publishers as well as for the metropolitan papers. The same features of dependability, speed, economy, and safety are provided.



The majority of all electrically heated pots used in the printing and publishing field are made by Cutler-Hammer. Many years of service have proven their quality. Tell us your requirements and complete information will be forwarded.

THE CUTLER-HAMMER MFG. CO.

Works: Milwaukee and New York

Branch Offices:

New York: 8 West 40th Street
Chicago: 323 North Michigan Avenue
Pittsburgh: Century Building
Philadelphia: Commonwealth Building
Cleveland: Guardian Building
Boston: 52 Chauncy Street

Detroit: 506 Hofman Building
St. Louis: 2111 Railway Exchange Bldg.
Buffalo: 358 Ellicott Square Building
Milwaukee: 530 Grand Avenue
Cincinnati: Dixie Terminal Building

Inquiries from the Pacific Coast may be directed to the
H. B. Squires Co., Los Angeles, San Francisco, Portland, Seattle

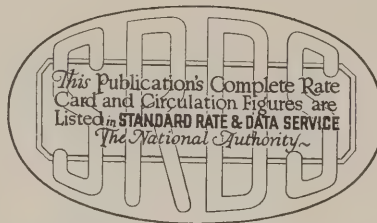
Northern Electric Co., Ltd., Canada

CUTLER-HAMMER

PIONEER MANUFACTURERS OF ELECTRICAL CONTROL APPARATUS

"We have come to depend greatly upon the STANDARD RATE AND DATA SERVICE, and we can assure you that we wouldn't want anything to happen which would cause its interruption."

REO MOTOR CAR COMPANY.



PUBLISHERS—This electro will be furnished to you, free of charge. Use the symbol in your advertisements, direct-by-mail matter, letterheads, etc. It's a business-producing tie-up—links your promotional efforts with your listing in STANDARD RATE & DATA SERVICE.



The Service Represents an Ideal Medium for Your Advertising

STANDARD RATE & DATA SERVICE

536 Lake Shore Drive

CHICAGO

New York

San Francisco

London

Use this coupon!

N

Special 30-Day Approval Order

Standard Rate & Data Service,
536 Lake Shore Drive,
Chicago, Illinois.

Gentlemen: You may send to us, prepaid, a copy of the current number of Standard Rate & Data Service, together with all bulletins issued since it was published for "30 days" use. Unless we return it at the end of thirty days you may bill us for \$30.00, which is the cost of one year's subscription. The issue we receive is to be considered the initial number to be followed by a revised copy on the tenth of each month. The Service is to be maintained accurately by bulletins issued every other day.

Firm Name Street Address
City State
Individual Signing Order Official Position

192.....



A Successful **CONN** BAND INSTRUMENTS Broadside and its History

Mr. J. F. Boyer of C. G. Conn, Ltd. appreciates the importance of keeping their dealers thoroughly acquainted with the details of their advertising program. To portray the scope of their advertising, they plan their presentations elaborately—using fine art work, four color process plates, good printing and Foldwell Coated book. The broadside pictured here is unusual in size. It took the extraordinary strength found in Foldwell's long, strong fibres and big rag base to keep such a large piece in good condition on its travels through the mails. Read the history of this piece:

Purpose: To merchandise their advertising campaign to Conn Dealers and to stress the importance of the Conn franchise.

Distributed: By mail, third class, to entire list of Conn Dealers.

Copy: By I. S. Dolk, Lamport-MacDonald Co., South Bend, Ind.

Art Work: By E. E. Clarke, Lamport-MacDonald Co., South Bend, Ind.

Plates: Zincs, halftones, and four color process by Barnes-Crosby Co., Chicago.

Printing: By L. P. Hardy Co., South Bend, Ind.

Size: Flat 39" x 17". Folded for mailing 13" x 5 3/4".

Folds: Two parallel and two right angle.

Paper: 34 x 44 — 126 lb. Foldwell Coated Book, White.

Manufacturers of the Foldwell line of folding coated paper — coated book, cover, writing, dull coat writing and split-color.

Foldwell
TRADE MARK
REGISTERED

CHICAGO PAPER COMPANY
801 South Wells Street • Chicago

NATIONALLY DISTRIBUTED

"Our Customers Write Our Ads"

PERKINS & WILSON

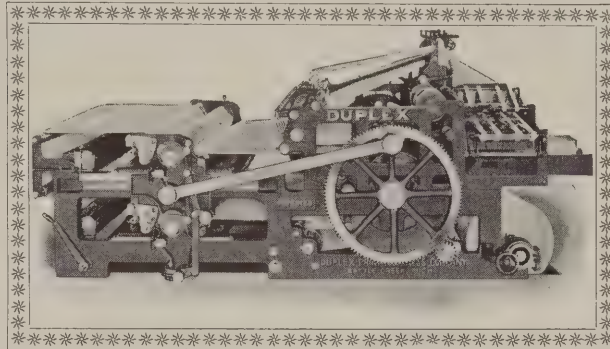
SUCCESSFUL PUBLISHERS AND USERS

OF

THE DUPLEX MODEL "A"

FLAT BED WEB PERFECTING NEWSPAPER PRESS

The DUPLEX Model "A" prints, folds, cuts, counts and delivers 2, 4, 6 or 8-page papers at the rate of 3,000 to 3,500 per hour, using paper in the roll, and printing directly from type, halftones, and flat casts.



The Model "A" may be arranged for a 6, 7 or 8-column paper or the popular tabloid sheet. Prints a one or two-page bill or broadside as easily as it does an eight-page paper. The length of page is 22½ inches.

TOM W. PERKINS

WALTER B. WILSON

The Daily Courier-Gazette Established 1897



Established 1884 The Weekly Democrat-Gazette

PERKINS & WILSON

PRINTERS -- PUBLISHERS

McKINNEY, TEXAS

Duplex Printing Press Co.,
Battle Creek, Michigan.

June 25, 1925.

Gentlemen:--

In January, 1924, we purchased a Model "A" Duplex Web Perfecting Press from you, and after about eighteen months' service we feel that you will be interested in knowing just what service we have been getting from this press.

We publish a daily and weekly in a Texas town of about 10,000 population. Our daily runs from 6 to 16 pages and has a circulation of about 2,000. Our weekly runs from 12 to 24 pages and has a circulation of about 2,000. Before the installation of our Duplex Web Press, we were always behind and our presswork was a real problem as we could run only four pages at a time on a drum cylinder, and you can easily figure what we were up against.

When we installed our Duplex we put our pressman who had been running our cylinder press on the job, after your erector had instructed him for about a week, and with no added expense we have been ahead of time in this department ever since.

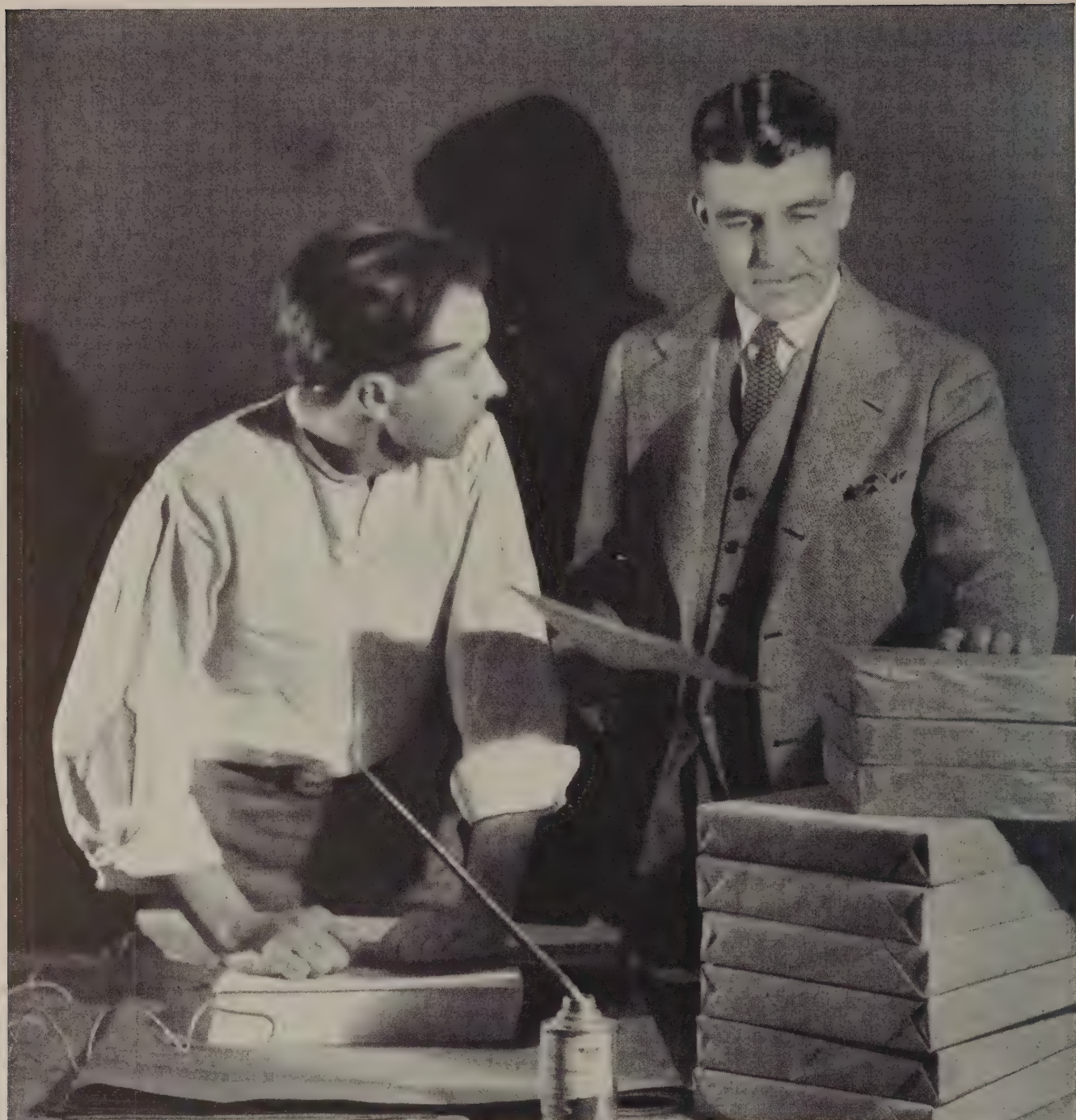
We find that we save not only time but have saved substantially on our news print, having a contract in car lots at a much cheaper price than we were able to purchase flat paper.

It is needless to say that we believe this is the best move we have ever made in regard to improving our equipment and we are now wondering how we ever got along without this press.

Thanking you very much for past courtesies extended, and hoping that you install many more Duplex Presses in the Southwest.

Very truly,
PERKINS & WILSON
By MAXWELL F. PERKINS, Mgr.

THE DUPLEX PRINTING PRESS COMPANY of Battle Creek, Michigan



WHEN you send out a job that you have done on Hammermill Bond, you can feel sure that—

The purchasing agent will be satisfied that you have given him a standard paper of known quality.

The men in the office where the paper is to be used, know Hammermill Bond and associate its use with good business practice.

The big boss who is proud of his own product, recognizes the responsibility and obligation that must back up an advertised trade marked paper like Hammermill Bond.

The secretaries and stenographers who will write on the paper, know and accept it as good paper.

Every one concerned has formed a favorable opinion of the Hammermill Bond you have furnished on the order you have printed.



Paper is an important part of any printing job. It is an advantage to you to have the public acceptance and confidence and satisfaction that come naturally when you print the job on

HAMMERMILL BOND

THE UTILITY BUSINESS PAPER

HAMMERMILL PAPER CO., ERIE, PA.

NEW YORK OFFICE, 291 BROADWAY



A box that talks to your customer's eye

AS the drum major stands out in a parade, so the new Columbian White Wove Box stands out on the printer's shelf.

When the customer's eye roams over your stock, it can't help resting on this striking box—a sure reminder of good envelopes.

When your customer wants to re-order, this unusual label recalls the name—Columbian White Wove.

When Columbian White Woves are removed from the box or separated from the banded package, they don't become orphans. The United States Envelope watermark tells the buyer that *this* is the *known* envelope that he can always depend on.

Printers everywhere have welcomed the Columbian White Wove as the standardized commercial envelope, good enough for the customer who is fussy or particular—low-priced enough for the fellow whose hobby is close buying.

The Columbian White Wove gives what your customer wants in a practical, everyday envelope. Paper of an excellent writing, typing and printing surface; gum that sticks when moistened (and not before).

Whether you buy them in Portland, Maine, or Portland, Oregon, or anywhere in between, you can rest assured that their quality will be uniform.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

Springfield, Mass.

Location	Division
Worcester, Mass.	Logan, Swift & Brigham Envelope Co.
Rockville, Conn.	White, Corbin & Co.
Hartford, Conn.	Plimpton Manufacturing Co.
Springfield, Mass.	Morgan Envelope Co.
Waukegan, Ill.	National Envelope Co.

Location	Division
Springfield, Mass.	P. P. Kellogg & Co.
Worcester, Mass.	Whitcomb Envelope Co.
Worcester, Mass.	W. H. Hill Envelope Co.
Indianapolis, Ind.	Central States Env. Co.
San Francisco, Cal.	Pacific Coast Envelope Co.
Philadelphia, Pa.	The Monarch Envelope Co.

Columbian White Woves are full high-cut, from high-grade white wove stock, surfaced to take a clear impression from type, line or wood engravings, and electrotypes.

Columbian White Woves are put up in substantial, attractively printed, dust-proof and soil-proof boxes—packages that impress the buyer and are easily remembered.

A guarantee enclosed in every box, states clearly that, if due to any fault in manufacture, these envelopes fail to give complete satisfaction, the distributor is authorized to exchange them.

Columbian White Woves are made in a full range of commercial sizes, from No. 5 to 14 and Monarch.

Columbian White Woves are made especially to be sold through printers. They are stocked in a full range of sizes, by paper merchants everywhere.

USE

The Columbian White Wove does not lose its identity, even when removed from the box it came in. The USE watermark identifies it

In One Short Year **M-24**

Has by sheer merit forged its way into the confidence and respect of the entire printing industry

A year in which hundreds of printers have solved their problems of profitable production.

Today M-24 stands alone in its field.

It is the simplest, the most versatile, the fastest small cylinder jobber made. And by the fastest we mean **net** production.

Many printers find it the **most profitable machine in their plants.**

M-24 has no idle time — it is always busy.

All jobs within its capacity, whether usually delegated to 10 x 15's or 12 x 18's, or even those jobs with large sheet size and small type form, usually run on slow, expensive machines are handled on M-24 with greater facility and **profit.**

M-24 will deliver a sheet from 3 x 5" to 9½ x 15½". It will print a form 8½" wide by slightly over 12" long.

M-24 has the impression strength and ink distribution of very much larger machines. Therefore, its amazing speed in no wise detracts from the quality demanded by the most exacting.

M-24 may be equipped with interchangeable cylinders. The change is made in a few minutes.

A semi-hard pack cylinder provides facility for patching on rush commercial work, where the utmost in quality is not so essential as speed.

The full-gripper hard pack cylinder with bearer chase provides all that you now have on any press for quality work.

Rack and screw and table distribution. Gear-driven vibrators. Full-length well fountains — non-buckle — non-streaking. Form rollers 1½" in diameter. Plate and ducator rollers 1⅜" in diameter. A double inking system enabling the use of two colors at one impression on many work and turn forms, as well as other work where punch lines in an extra color may be employed to advantage.

M-24 register is built into the press. It registers regardless of the accuracy of the feeder. It is the only inbuilt automatic register control on the market.

Speeds up to 4800 per hour.

Hand feed (semi-automatic) or full automatic air feed.

You can give your customers better, quicker and more economical service on M-24 and make more money doing it than you can on any other jobber in your plant, size of work considered.

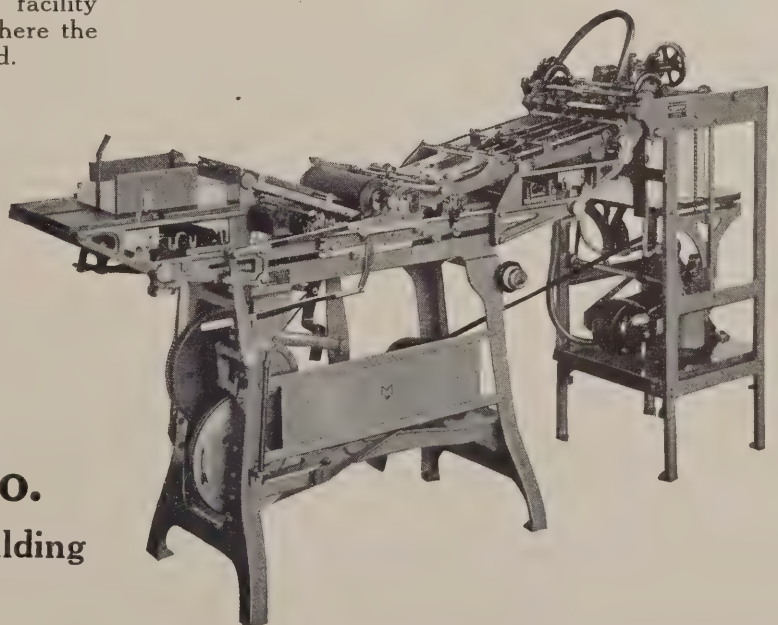
And the great majority of work in the average plant is made to order for M-24.

See This Press

Learn what present-day profitable production really is

*Write us for name of
nearest representative*

Lisenby Mfg. Co.
1034-5 Transportation Building
Dept. D, CHICAGO



ONCE upon a time there was a man who was a Thinker and a Planner, but it was said of him that he lacked "terminal facilities"—he could never come to the end of his Thinking and begin Action on his plans.

☞ (Cooper Black and Cooper Hilite)

About this time last fall a certain printer decided to defer no more from year to year the realization of his plans to own and operate an ideally equipped plant.

☞ (Cooper)

He decided to take the plunge and have the things he knew he needed to produce printing economically and of a style to please the printing buyers of his town.

☞ (Cooper Italic)

Calling in a type foundry salesman, he spent what time he could spare over a period of several days selecting the machines and materials he needed to put his plant in first-class condition.

☞ (Munder Venetian)

All of the new stuff is paid for now, and he has some surplus left over. He is "all set" to make and take some real money out of his business this season. He will tell you that it pays to do good printing—if you will equip to produce it economically—equip the modern way. It is easy to sell good printing at the right price, and easy to produce it at a profit with the right men and the right machines and materials.

☞ (Munder Bold)

Here are the Principal Items we supplied to this Printer last year:

New Chandler & Price Job Presses with Kly-max Automatic Feeders
Vibrators to insure maximum distribution on all presses
Individual variable speed motors to facilitate maximum speed
Automatic clamp Paper Cutter
Job and Booklet Folding Machine
Ample Drying Racks to expedite handling and delivery of printed work
Cabinets adapted to orderly storage and the convenient handling of inks and rollers
Modern Type Cabinets with conveniently arranged working banks

A selection of Type Faces—designs by artists of reputation—insuring that members of the advertising profession will approve and specify his printing
An assortment of extra chases for all presses
Plenty of spacing material—spaces, "Cup-cast" Quads and Quotations, Leads and Slugs, Brass One-Point Leads and Brass and Copper Thins
Galleys and Galley Cabinets for systematic storage of type forms
A Superior Point-System Saw
A modern Proof Press for "press proofs" in the composing room

Printers and Publishers who have been thinking about improvements for this fall, should write to the nearest branch and tell the manager something of their plans. An inquiry does not carry the slightest obligation, and all members of the B. B. & S. organization are pleased to give all possible information, and give it freely.

Barnhart Brothers & Spindler Type Founders

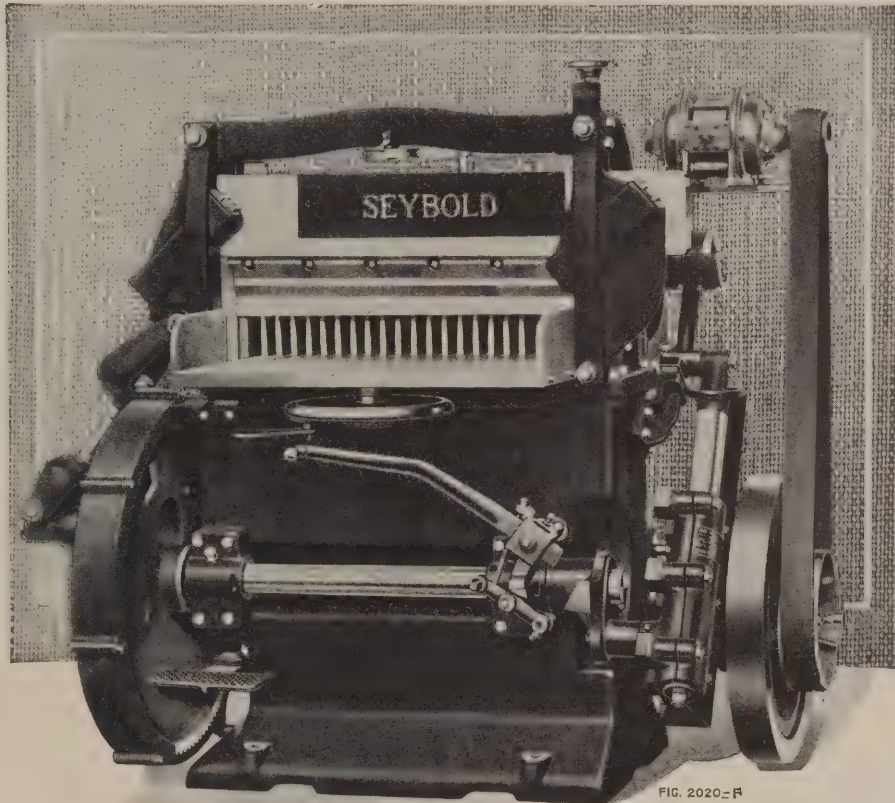
Merchants of Superior Printing Machinery and Complete Equipment

Chicago Washington, D. C. Dallas Saint Louis Kansas City
Saint Paul Omaha Seattle Vancouver, B. C.

A Question of Time

RESULTS ARE STATED IN DOLLARS
BUT THE RULING FACTOR IS TIME

*The Progress of America Is the History of the Application of Mechanical Energy
Instead of Manual Labor to the Processes of Industry*



The Seybold Automatic Cutter

Eliminates Manual Labor from Both the Clamping and Cutting Operations

If you are using a cutter on which you operate the clamp by hand, you are prevented from taking jobs that require much cutting and denied the profit you should make on the cutting operation on every job.

*Ask for Circular No. 2020 describing 32-inch and 38-inch sizes
Circular No. 2040-79 describing 40-inch to 84-inch sizes*

THE SEYBOLD MACHINE COMPANY
DAYTON, OHIO, U. S. A.

Sales Agencies and Service Stations

New York Chicago Atlanta Dallas San Francisco Toronto Paris London Buenos Aires Stockholm

Lead and Rule Cutter Cabinet

No. 13651 (Steel)

No. 3651 (Wood)

THIS is really a Work Bench and Storage Cabinet, designed with the idea of providing a central place for the storage and handling of material in constant use in every modern office. The Top to which Lead and Rule Cutter and Mitering Machine, may be easily attached, is surrounded on three sides by a $\frac{5}{8}$ -inch steel rim and has two openings leading to steel bins attached to rear. This prevents the cuttings and other litter from falling to the floor.

Case Equipment

Ten Adjustable Lead and slug cases.

Four full-size Blank cases to hold quarter-size cases.

Seven special cases, each divided into two compartments: One compartment ($24\frac{1}{4} \times 15$ inches) for full-length material, with ends notched by picas for division strips; the other compartment ($5\frac{1}{2} \times 15$ inches) is for the accommodation of shorter lengths.

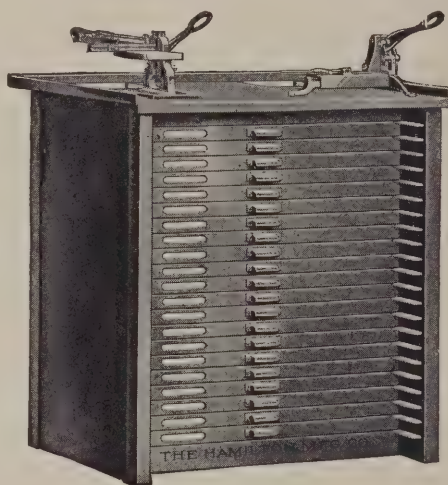
All cases in both wood and steel cabinets have Pulls; Routed Label Holders, and wood fronts. Steel fronts supplied as an extra on special order.

Lower illustration shows rear of cabinet with steel bins attached. These bins have door at bottom, which, when open, permit contents to drop to truck below. The Rule Cutter, Mitering Machine and Truck are shown only to illustrate the conveniences of the cabinet and are not a part of the equipment.

Height, $38\frac{1}{4}$ inches; floor space required, $35 \times 25\frac{3}{4}$ inches.

Steel Cabinet has reinforced steel top painted black.

Wood cabinet has $1\frac{1}{4}$ -inch wood top with $\frac{5}{8}$ -inch wood rim around three sides.



Front View—Showing Machines Fastened to Top.



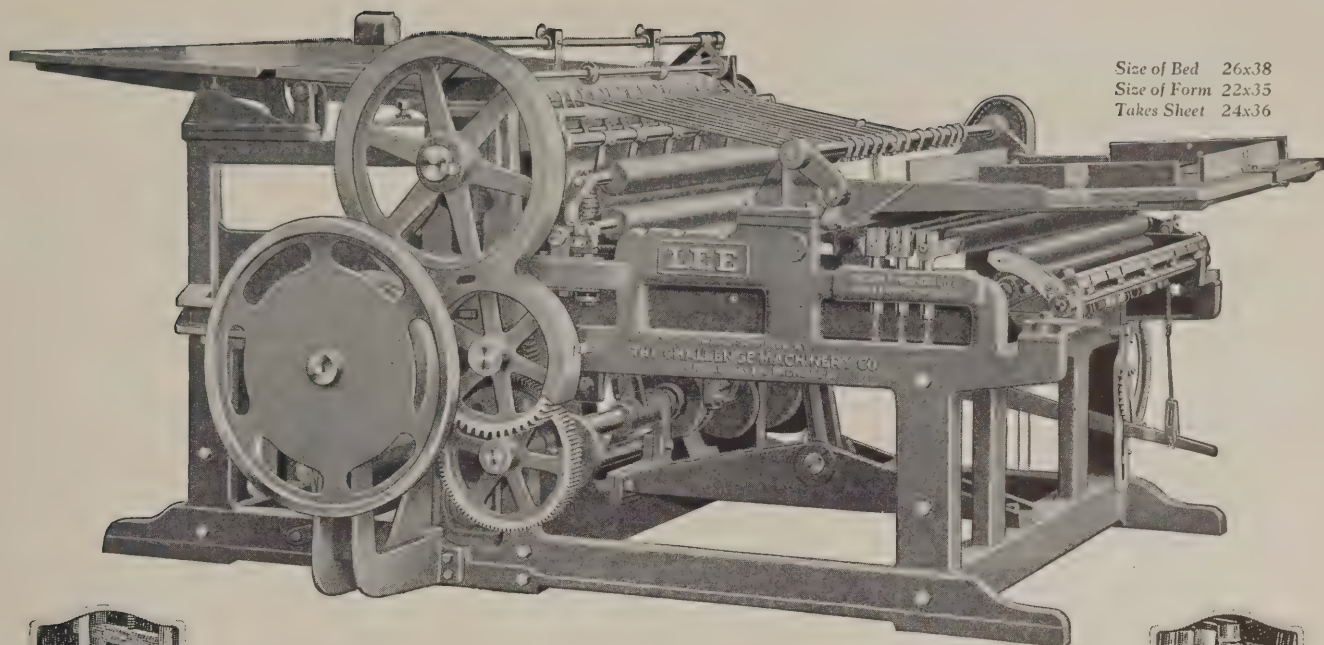
Rear View—Showing Metal Shutters—Closed and Open
—and Metal Truck in Position

THE HAMILTON MANUFACTURING COMPANY

Eastern House: RAHWAY, N. J.

TWO RIVERS, WISCONSIN

HAMILTON GOODS ARE FOR SALE BY PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE



Size of Bed 26x38
Size of Form 22x35
Takes Sheet 24x36

LEE PRESS

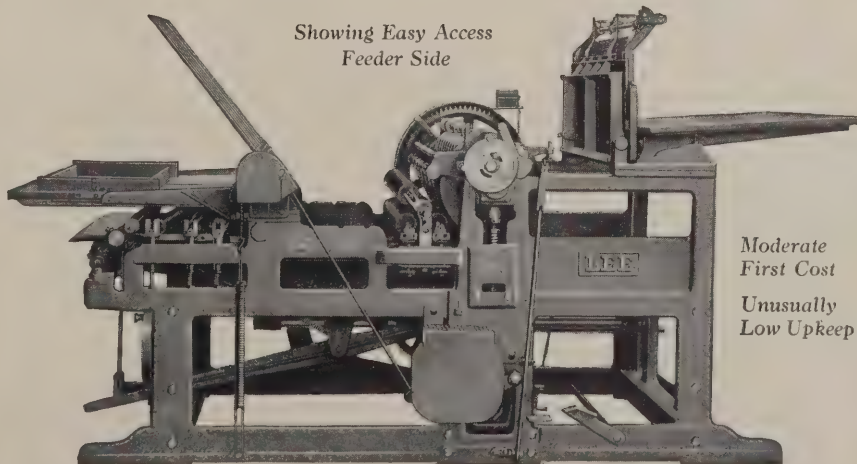
The many hundreds of printers who operate dependable LEE PRESSES are successful, for the LEE has enabled them to increase their volume of business because they are able to handle a much greater variety of printing, also to build up a reputation for good work.

Competition in printing is keen everywhere, and the live printer or publisher who has a LEE PRESS is not only able to produce work in larger variety than his competitors, but also at lower cost—with resultant greater profit.

Send today to us or any live dealer for full particulars and prices

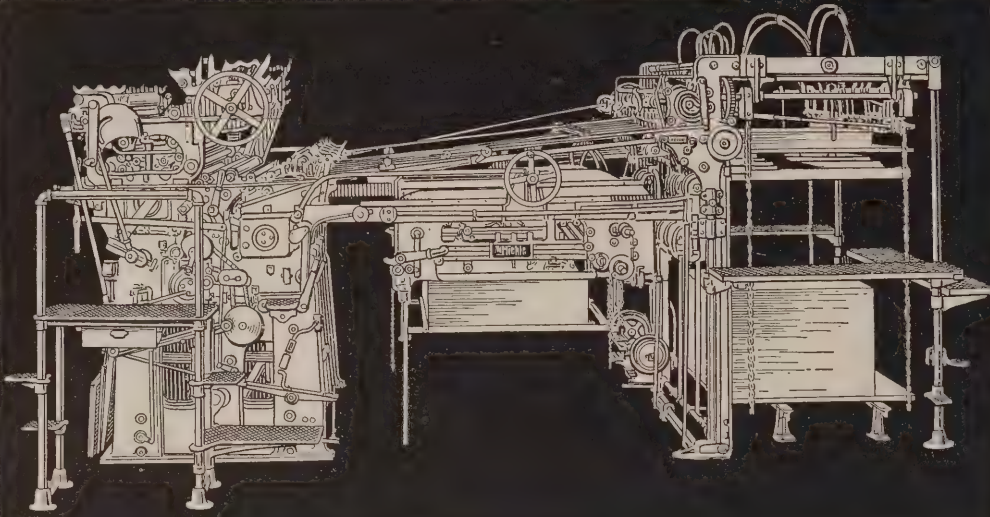
The Challenge Machinery Co. Grand Haven, Michigan
Chicago New York

Showing Easy Access
Feeder Side



Moderate
First Cost
Unusually
Low Upkeep

The Miehle Offset



ANNOUNCEMENT

THE Miehle Printing Press & Manufacturing Company is now ready to install the Miehle Offset Press.

The machine is simple in operation and durable in construction; its capacity to produce first class lithography at high speed is fully guaranteed. Every part of the machine is easily accessible to the operator.

An examination will convince any lithographer that it is the most nearly perfect offset press ever shown. May we show it to you?

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth and Robey Streets, Chicago

Sales Offices in the United States

CHICAGO, ILL., 1214 Monadnock Block

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BOSTON, MASS., 176 Federal St.

NEW YORK, N. Y., 2640 Woolworth Bldg.

DALLAS, TEX., 324 Santa Fe Bldg.

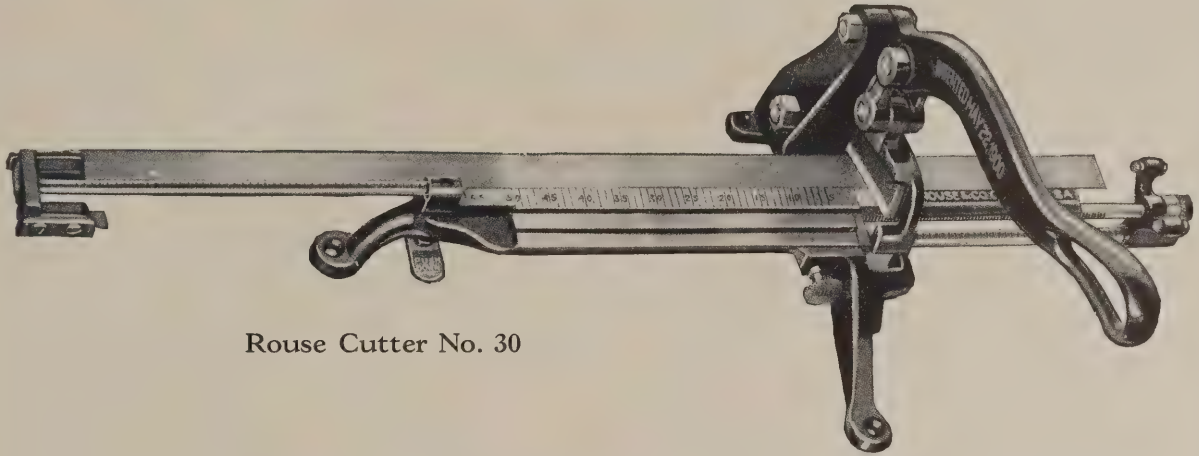
SAN FRANCISCO, CAL., 693 Mission St.

ATLANTA, GA., Dodson Printers Supply Co.

DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

Improved Rouse-American

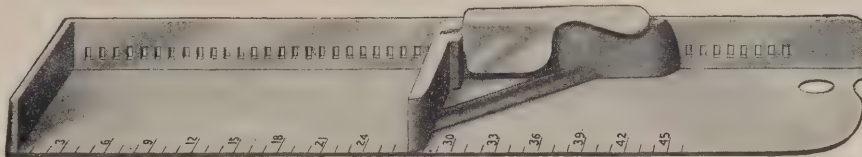


Rouse Cutter No. 30

Longest Lead and Rule Cutter 105 Picas

After a quarter of a century of unquestioned supremacy in the Lead and Rule Cutter field, the Rouse organization has produced an improved Lead and Rule Cutter with a rigid stock support which permits accurate gauged cutting up to 105 picas. ROUSE Lead and Rule Cutters are acknowledged to be the most accurate machines on the market and *Rouse now sells practically all Lead and Rule Cutters sold in the United States.* This improved machine is particularly desirable in plants using the non-distribution system or in newspaper plants or wherever a printer desires to cut long lengths with extreme accuracy. *There are four models of the ROUSE-American Lead and Rule Cutter. Any Type Founders branch will explain the merits of each model.*

The Rouse Job Stick



Largest Selling Composing Stick in the World

Not only is the ROUSE Composing Stick the largest selling Stick in the world but it has held that position for many years and is the only Stick that has received such an endorsement from American printers. Rouse also manufactures a full line of other styles of Composing Sticks, all of which may be secured from the leading Type Founders.

H. B. ROUSE & CO.
2214-16 WARD ST., CHICAGO

IN CANADA: ROUSE HEAVY PRODUCTS SOLD EXCLUSIVELY BY SEARS COMPANY CANADA LIMITED

Make More Money

by getting the recently designed but already famous
MONITOR No. 120 BOOK WIRE STITCHER, which

1. Is of simple construction, with from 60% to 15% fewer parts than any other stitcher, and of the best grades of iron and steel;
2. In a few seconds may be adjusted to do either flat or saddle stitching;
3. Makes stitches $\frac{3}{8}$ inch wide from No. 28 round and No. 20 x 25 flat and intermediate sizes of ordinary bookbinders' wire without changing any parts on the machine;
4. Makes stitches on stock from 2 sheets to $\frac{1}{2}$ inch in thickness;
5. Has a speed of 190 stitches per minute;
6. May be driven from a countershaft or motor;
7. It is so inexpensive that it will pay for itself even if it stands idle a great part of the time;
8. Carries our warranty to do the work for which it is specified, and against defects in workmanship, material and construction and undue wear of parts.

Read what one Printer says —

The following is from a letter written by G. F. Atkinson of the Atkinson Printing Company, Warren, Ohio:

We are mighty well pleased with our No. 120 Monitor Stitcher. We have put it to severe tests and it has acted splendidly in every case.

Our stitching problems are perhaps as varied as that of any other small or medium sized plant, and we had been looking for a stitcher that would cover our needs and at the same time not be a burden when standing idle. Your machine has come up to our every expectation.

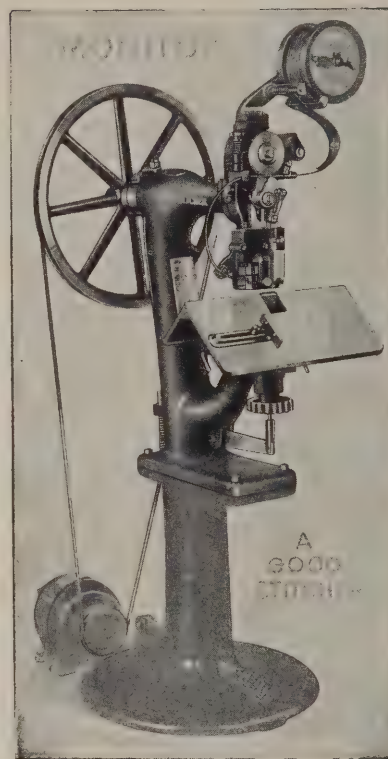
The hardest job we have stitched on it was 200 sheets of Bond paper and heavy Press Board Cover (16 and 20 Substance — 100 sheets white and 100 colored duplicate). It was necessary to drive stitches from both sides, as the books were about $\frac{3}{4}$ inch thick. It did the work.

The ordinary two to one hundred sheet jobs are very easy on it.

We like the accessibility of it, its simplicity and easy change from one thickness to another.

We have recommended it to several printers and can freely do so to any others needing a stitcher.

Send coupon for descriptive literature, samples of various thicknesses of stock stitched and prices and terms.



THIS stitcher may be mounted on a wooden bench or low table, such as can be put together quickly in any shop. If wanted, however, an iron stand can be supplied, upon which the stitcher can be bolted, as shown by illustration above. Ordinarily, the machine is equipped with a pulley, 9 inches diameter, for flat belt. When so ordered, a grooved pulley will be fitted to the stitcher, and a motor of required current and voltage can be supplied, to drive the pulley on the stitcher with a round belt.

N. P.
10-1-25

Latham Machinery Company

Builders of wire stitchers for 35 years

Latham Machinery Co.
1141-1155 Fulton Street
Chicago, Illinois

1141-1155 Fulton Street
CHICAGO, U. S. A.

New York
47 Murray Street

Philadelphia
Bourse Building

Boston
531 Atlantic Avenue

Gentlemen:

Please send me literature describing your new No. 120 Monitor Book Wire Stitcher, prices and terms.

Name

Address

Also Manufacturers of Monitor Punching Machines, Perforators, Round Corner Cutters, Paging and Numbering Machines, Bench Embossers, Creasing and Scoring Machines, Job Backing Machines, and Wire Stitchers for books and fibre boxes.

NATIONAL PRINTER-JOURNALIST

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Volume 43

Milwaukee, Wis., October 1925

No. 10

NOW, HITCH TOGETHER YOUR 3-HORSE TEAM

*Big Losses in Newspaper Printing
Plants Can Be Cut Down, and Out!*

BY FRANK A. PETRIE

News Department, Columbus (O.) Daily Dispatch

THE modern newspaper is a complex organization. Where in former days a few employees were sufficient to put out an edition, hundreds of names are found on the payroll of many of the present-day publishing plants. Highly trained men, supervised by executives who have proved their worth, are in every department. *That there should be cohesion between these different departments, is undoubted. The fact remains, however, that there is often dissension and strife in an organization where every move should be made with the precision of clockwork.* The analogy of clockwork-precision holds to better advantage with no other form of industry than the modern daily newspaper, for the clock is a center of all newspaper work, and in a larger part of job work.

*Co-operation Angles in Editorial,
Advertising and Composing Rooms*

I EXPECT to deal in this thesis with but three of the main subdivisions of the newspaper—the editorial room, the advertising department, and the composing room.

The editorial room is the birthplace of ideas and stories and, in fact, all the news material which appears in the paper.

The advertising department deals with the publicity that makes two-thirds of the newspaper's revenue.

The duty of the composing room is to see that these ideas and stories and this publicity are put into cold type and the forms made ready for the press-room. Let us first take up the needed co-operation between the editorial and composing rooms.

To find in operation under one newspaper roof all the suggestions from editors and practical printers which I have secured through investigation of several

different papers, is improbable, and would represent a newspaper Utopia.

*Editorial-Room Faults
and Some Useful Remedies*

ALTHOUGH it is commonly known as "the brains of the office," there is generally much room for improvement in the editorial room. Ranging from investigations in newspaper offices in Columbus, down to papers in towns with a population of 3500, two general complaints seem to emanate from composing rooms with regard to editorial rooms. These complaints are the same in both large cities and the small towns.

The first complaint is this: *That copy does not come to the composing room in time for the workmen employed there to give it their careful consideration and best efforts.* The second cry from the composing room is that even after the copy does get to the printer, *it is often poorly edited and in such shape that no time can be made setting it.*



FRANK A. PETRIE

MR. PETRIE was awarded the Robert F. Wolfe Journalism Honor Medal at Ohio State University, June 1925. He worked nights as a Linotypist while attending classes. He is a member of Acacia and Sigma Delta Chi

An editor himself is often to blame for the late appearance of a story. It's a matter of management. Reporters are sometimes to blame for their late appearance in the editorial rooms with stories which must make the next edition. Gathering news is but a "a job" to a goodly percentage of them. Even the small matter of stopping for a pack of cigarettes, or a cup of coffee, on the way to cover an assignment or on the way back, may mean many minutes lost in the composing room just before edi-

BAD COPY, BRIGHT-IDEA FREAKS, LATE ADS : : WHY? AND, THEN, INCOMPETENCY IN THE COMPOSING ROOMS

tion time, when machines are tied up with "late stuff".

Department editors, such as sports, financial page, etc., can produce confusion galore by sending up a large take or several takes of copy shortly before the deadline, or perhaps just a little after.

Strict Adherence to Dead-Line Is the Key and Safety Valve

THE natural remedy for all this is a strict adherence to the deadline. *The composing room should be confident of the fact that after a certain time, no more copy will be on the hook for a certain edition.* Editors can insist upon observance of this rule; and thereby eliminate much confusion at the time when minutes count.

There should be no excuse for poor copy. Takes of copy that are marked up by the copyreader until it is difficult to figure out just what is meant, are time-losers in the composing room. Printers are skilled workmen and as such receive relatively high pay. Money is lost by the office when a man receiving from \$1.50 to \$2.00 per hour is forced to stop the steady clicking of his Linotype in a perhaps vain endeavor to follow the copyreader's marks and who nine times out of ten, will follow his own ideas on the matter and "let the proofreader worry about it." It is a common saying in composing rooms that the proofreader has the "last guess" on any piece of copy. This title rightly belongs to the copyreader for in the utopian newspaper office the proofreader's chief duty would be to watch for typographical errors.

Department editors are prone to send in manuscript copy. Sports editors and woman's page editors are often the worst offenders. Copy for the "Advice to the Lovelorn" column and "Reader's Letters" are rarely typewritten and are as a general rule in abominable chirography and poorly spelled. Disliking to spend much time retyping material, the department editors send it to the composing room with no thought of the trouble it will cause there. Linotype operators and printers are no better readers of manuscript than other individuals, but must laboriously decipher illegible words and phrases in letters from people who frequently have but a faint conception of the subject of which they write. This, of course, causes much loss of time.

From a purely economic standpoint, it would seem cheaper in the long run for many offices to employ stenographers whose duty it would be to decipher and typewrite these letters and manuscript notices before they are sent up to the composing room. If time must be spent in deciphering their mean-

ing and content, it should be done by someone who is not paid at the rate of \$1.50 or \$2 an hour.

Heads That Do Not Fit From Men Who Can't Fit Heads

COPY-READERS come in for blame in the matter of heads that do not "fit." When a copy cutter sends a head to the headline machine, the operator expects to set it up with a reasonable degree of speed. The copy cutter must communicate with the editorial room and ask that the head be rewritten. If this be near presstime it is easy to imagine what the consequences are. *There is no excuse for sending poor head-copy to the composing room.* The style-board should be strictly adhered to at all times and the number of units per line noted there should never be

exceeded. *Composing-room superintendents and employees resent employment of men as makeup editors whose knowledge of type and printing practice is limited.* Reporters are sometimes shifted over to the job of makeup editor with little or no preparation.

Complaint was made in the composing room of a certain daily in Western Ohio against the *sending up of copy for which no place could be found in the paper after it had been set.* The blame rested with the editor of a certain department, who could not or would not estimate how much a story would make when set in type. His department consequently does not receive all the co-operation possible from the composing room.

Printers "kick" about *freak styles.* Initial letters, blackface indent, fancy heads which entail the sorting out of new fonts of hand type, and things of this nature all go to delay the printer. *Printers should know that a certain style will be followed consistently and that they will not be confronted with a new problem in type-production every time someone in the editorial room has a "brilliant" idea.*

Now, What Has "the Other Side" To Say About These Jolts?

THERE is also much to say on the other side. The general complaint from the editorial rooms seems to be that the printers "are slow in getting the paper up." There is a limit to the speed at which type can be produced, even with such modern appliances as late model linotypes. Six or seven lines a minute is as fast as a linotype can produce metal efficiently. If machines are speeded up faster than that, mechanical trouble is certain to develop. Fifteen hundred lines a day is considered good work in the average newspaper office. *The inefficiency noted by the editorial room rarely lies in getting type set fast enough, but in its disposition after it is up.*

A good copy cutter is the foundation of the newspaper composing room, as far as the production of news is concerned. He must know, every minute of the day, just what he has coming from the machines. He must know how much time he has until the deadline. As the deadline approaches, the takes are cut shorter and shorter, until at last they are barely more than three or four lines in length, and stories are set up and put in the forms in remarkably short time.

Should the copy cutter fail to slug an article properly, confusion at the dump results which loses valuable minutes. The type must be compared with the copy in order to put the takes in their proper places on the galley as they come from the machines.

You Don't, Do YOU?

DO YOU make a real effort,
have you made a real effort,
to grow a circle of friends in your
profession and business—not to
ask, *have you started at all?*

Count, as best you can, this minute
—on your left hand with the index
finger of the right—the number
of fellow publishers and printers
with whom you can sit down, and
talk easily, readily, from the third
or fourth sub-basement of your
heart?

At conventions, at district meet-
ings, under the train shed, in the
railroad coach? At the bier of
some one of the Boys, who has
slipped away, do you wish you
had

BY BEING A FRIEND, YOUR-
SELF? The kind that *you wish
for?* There isn't any other way.
No use to side-step. No use to
experiment. Fools have tried it,
and failed of course. Some have
tried to grow wealth—t. i., such
real wealth as experience—by hid-
ing it away, only to find that it
spoiled and rotted. Some have
tried to gain by "sharing" only
their sorrows and trials and
griefs. To "share" is is enjoy
good with others. There is no
other way!

ONLY by planting the seed of
just such a crop as one would gar-
ner, can one get just such a crop.
*"Whatever measure ye meet, it
will be meted to you; full, and
running over."*

MAKE A FRIEND TODAY.

—JOHN L. MEYER.

SAVE THE TIME OF THE MAN WHO GETS BIG PAY; DON'T WASTE IT BY MAKING HIM GUESS, GUESS, GUESS, GUESS

System in Locating Galleys Saves Time, Money and Nerves

ASSUMING, however, that the takes are slugged properly and the article is assembled at the dump in minimum time, a proof is taken and the galley placed in a rack together with other galleys of type. *In the matter of a galley rack, time can be saved or lost, as the management chooses.* If the make-up man, scanning his schedule or "dummy" finds that he needs a certain story, and is compelled to start at one end of the rack and look at the guide slugs on each galley until he comes to the one he wants, much time can be wasted. Similarly, when the corrections, wrapped in the proof, come back to the dump, the dump man or correction boy can save or lose time, by finding a galley at once or by being forced to search for it.

A simple solution for this difficulty is as follows: *Designate each shelf of the rack, either with numerals or a system of letters, or a combination of the two. In a box convenient to the proof press, place slugs on which are numbers or letters to correspond with the shelves of the rack.* When the proof boy puts a galley on the press, it is a simple matter to place one of the slugs at the top of the galley, the number being proved with the rest of the type. Then he can place the galley in the shelf having the same number as the one shown on the proof. The proof is then sent to the proofreader, and from him back to the Linotypes. When the operator finishes setting up the corrections, he wraps the new slugs in the proof and takes them to the dump. *When the correction boy picks up the proof, he can tell by the number at its top the exact location of the galley in the rack.*

Thus, it is the work of an instant for him to pull out the galley, insert the corrections, and return it to the same shelf, hanging the proof on the hook for the makeup. *When the makeup man wants a particular story he can tell by looking on the hook whether or not it is corrected, and also the shelf on which it is to be found in the rack.* Placing the type in the form, he returns the shelf number slug to a box, where it can be found by the proof boy and returned to the original box at the proof press.

Of course, it is advantageous to have type for different departments, such as sports, etc., located in a certain part of the rack.

System of Similar Details For Advertising Make-Up

A SYSTEM of the same sort can be employed to advantage with ad galleys. A rack may be constructed with eight divisions, ranging from shelves wide enough to receive an eight-column ad down to one-column shelves for small ads. The ad proof boy can employ a system of slugs which will en-



NEWSPAPER AND SCREEN STARS MIX WELL

This Picture Presages Some of the Big Doings When the N. E. A. Holds 1926 Annual in the Los Angeles Air

WHEN members of the Southern California Editorial Association wanted to celebrate the landing of the 1926 convention of the National Editorial Association for Los Angeles, they hid themselves to Hollywood and spent a couple of days among the studios and beauty spots. The photo shows some of the members of the Association interviewing Miss Colleen Moore, First National Star, on plans for entertaining the nation's editors next year.

At Miss Moore's left is Gov. Friend W. Richardson, president of the California Press Association as well as chief executive of the State. At her right is J. R. Gabbert, of the *Riverside Enterprise*, president of the Southern California Editorial Association, the organization which sponsored the movement to take the National Association to California. The famous twinkle and smile of Timothy Brownhill of the *Puente Journal*, Secretary of the Southern California Editorial Association, is visible over President Gabbert's shoulder.

Arrangements for entertaining the Southern California Editorial Association in Hollywood on their recent outing were made by Judge Harlan G. Palmer, editor of the *Hollywood Citizen*, and Ben H. Read, Managing Director of the Association.

able the makeup man or correction boy to locate a particular ad, or a miscellaneous ad of a desired size.

Schedules of Working Hours Solves Problem in This Shop

A REARRANGEMENT of time schedule of workmen was found to remedy matters in one newspaper office that was experiencing difficulty in getting its sport final to press on time. The editorial room was not to blame, inasmuch as copy was generally in before the deadline. Upon investigating, the composing room superintendent discovered that only a limited number of printers were left in the composing room to handle the night final.

The force came to work at 7 a. m. As there was usually but little copy ready at that time, the men were setting "time" copy during the first hour. A rearrangement of the time schedule,

whereby half the force came to work later, left enough printers in the afternoon to take care of the sport final and also assured a sufficient number to handle the early mail edition.

Efficiency in the editorial and composing rooms is the concern of the managing editor and the composing room superintendent. Staff meetings may be held in editorial rooms to iron out any difficulties there; the composing room superintendent has affairs in his own hands. Time-saving devices are largely up to him.

Ad Department and Composing Room Can Really Co-Operate

EVEN as there should be co-operation between the editorial room and the composing room, co-operation between the advertising department and the composing room is necessary.

(OVER)

The chief complaint of the composing rooms of two large newspaper offices was that in many cases *cuts for an advertisement do not accompany the copy*. This, it can be readily seen, works a hardship on the printer when setting the ad. He may have a jewelry store ad, full of small illustrations of watches, rings, etc., and have only half or perhaps none of the cuts. He must then work from the proofs pasted on the layout and may get off considerably in allotting enough space for a particular cut. This means a loss of time when the cuts finally arrive, as some type may have to be reset in order to make the ad look good, or to make room for a cut which is slightly larger than the proof indicates.

Late arrival of cuts is, of course, a fault that should not bother the composing room in a smaller town so much.

When forms are returned from the stereotyping room (or press room in offices where flat bed presses are used) *it should be the duty of a certain printer or man from the advertising office to remove all cuts before the forms are torn down*. This prevents a possibility of loss of metal destined for the melting pots. A filing cabinet of ample proportions should be provided, with plainly labeled drawers wherein the cuts may be placed. Drawers should be maintained for the various types of advertising, such as furniture, jewelry, clothing, millinery, etc., and subdivisions should be made in the drawers to contain all cuts of articles of a similar nature.

When the selection of cuts is left to the solicitor or advertising manager, a practice followed by some merchants, he can go to the proper drawer and compartment and find the material he needs without the necessity of searching through a large mass of miscellaneous matter.

Smaller papers are sometimes bad offenders in the matter of leaving material about in a haphazard state. Money and time could be saved by the installation of a filing cabinet of the type suggested.

*Loss Through Bad Ad Copy
Also Can Be Prevented Readily*

POORLY prepared ad copy is a time loser in the composing room. This, however, is becoming less prevalent as merchants become more conversant with the art of ad writing. In cities, department stores and other large establishments now employ advertising managers who are well acquainted with type faces and sizes, and mark their copy in proper fashion.

Smaller merchants, whose establishments are not large enough to permit employment of an advertising manager, generally turn in poor copy. Some of these men believe they are good ad-writers, and do not trust the writing of their copy to anyone but themselves. A sheet of wrapping paper of any handy size, together with a hard pencil, in the hands of a man who has no adequate idea of the limitations of type or space,

proves a thorn in the side of the printer. Large offices usually designate a man in the advertising office or in the composing room to mark the ad-copy for type and space requirements.

If the advertiser has any conception of type whatsoever, he should indicate on his copy the sizes and faces preferred. The printer is a well-meaning individual who will give his best efforts and attention to the problem, but in a large composing room, where he is expected to turn out a maximum of type in a night, he has little time to exercise his own ingenuity.

A deadline allowing ample time between the arrival of the copy in the office and the time of publication is an absolute necessity in the modern newspaper office.

Forty-eight hours before edition time is the deadline for ad copy in many of the larger offices in this section, although some will take copy up until 24 hours before edition time. If a small ad involving practically no composition comes in within five or six hours before press time, most offices will accept it.

It may be that a few advertisers will be disgruntled by their failure to get late ads in the paper, but a few experiences of this kind will convince them that it is necessary to have copy in at the appointed time thereafter.

Last-minute additions to an already large heap of copy causes a disruption of the schedule, and may result in overtime work for the printers, an expensive process for the office.

*Ticketing the Copy Properly
After Receipt From Advertiser*

AN adequate system of ticketing the copy should be used by the advertising office. This, of course, is provided in the larger offices where the volume of ads handled makes it imperative.

One newspaper in Columbus uses a large distinctively colored label, one end

of which is gummed, allowing it to be attached to the upper portion of the layout. This label contains such information as the day on which the ad is to run, the number of inches or squares desired, the number of columns wide, and other information needed by the printer.

After the ad is set the label is detached and hung on a hook by the superintendent of the composing room for collection the following morning by the advertising office.

Smaller papers, as a general rule, do not follow any such system, but content themselves with marking this information to the printer on the margin of the layout. There is a chance that the copy may become mutilated, and a trip to the advertising office made necessary to secure the data lost.

One small paper in northwestern Ohio employs an envelope system that seems especially efficient for small-town use. Large envelopes are used, on the face of which are printed spaces in which all possible information for the printers may be checked. The copy is enclosed or the envelope attached by the advertising solicitor, leaving no doubt in the printer's mind as to what is wanted.

IN considering evidence gathered from the relatively limited number of newspaper plants in which I have conducted investigations, the conclusion may be drawn that:

The editorial room may help by sending copy up on time and sending it up in as near perfect condition as possible.

The advertising department may cooperate by getting ad copy to the printer in ample time to avoid a last-minute rush, by bringing the cuts with the copy, and by having the copy plainly marked as to what is desired.

The composing room may do its bit by arranging its time schedules and installing devices and methods whereby the least amount of time will be lost in transferring the copy to type.

SO THEY FAIL TO SUPPORT THE PAPER? But, HOW'S Her DRESS?

Practical-Printer: Professor Tells What He Would Do in Cases Like That One

By CHARLES W. LECHLEIDNER

THE country weekly and the small city daily are two institutions in the journalistic world that do not receive enough attention and support from the rural residents. *A great deal of this is due to the fact that many of the country editors do not devote enough time to "dressing up" the pages of their publications.*

TYPOGRAPHY of the newspaper is the outstanding feature. By typography I mean the assembling of the type in such a manner that it will attract the eye—create a desire to read, causing the reader to delight in scanning its pages, enjoy its stories and profit by inducements offered by its advertisements.

Type is much like dress materials. One person will take a piece of cloth and convert it into a beautiful gown. Another will take a similar piece of goods and get a botch. The same happens with type.

The making up of a newspaper is an art, and the country editor may profit immeasurably by studying the pages of

good-looking papers. What is typographical makeup? It is nothing more or less than the arrangement of typed stories, cuts, boxes and other materials in such a way as to please the eye of the reader.

Various Styles of Make-Up And How to Achieve Them

THERE are several styles of make-up in vogue. Some editors prefer the "perfectly balanced front page;" some like the "irregular or broken page" or "circus" makeup; still others used the "paired off headings;" then we have the inverted pyramid and the unsymmetrical makeup.

The news value of the story should decide the style of its makeup; the number, size and kinds of cuts to be used, if a streamer headline should or should not be used, and so on. The larger headlines are the salesmen of the newspaper. As much stress should be put on the placing of the headlines as in the writing and use of a suitable face, to give balance and typographical beauty to the finished page. The editor should select a type series for headlines that to his mind will give to his newspaper the neatest and most useful appearance possible.

For the streamer line I would suggest a 72-point or 84-point type; if you want a secondary ribbon, 48-point or 42-point Italic bold face would be suitable.

The stories below a streamer line, which do not refer to the streamer, of course, should be cut off from the head by a hairline rule. The stories below the same streamer that do refer to the large line should be cut off with 5 em dashes, centered to the measure used.

Then for your regular single column heads, use 3 lines of 30 or 36 point condensed caps, set in stepped style—or you may use caps and lower case, as many newspapers now do—followed by an inverted pyramid of four lines of 12-point caps and lower case.

For a less important story use 2 lines of 24 point condensed caps and lower case, set in stepped style. The headlines for the very short stories may be set in bold-face caps of the body size.

Every story or news item on the front page should carry a headline, no matter how small the item may be.

Italic is appropriate for box or feature stories, and goes a long way to brighten the makeup.

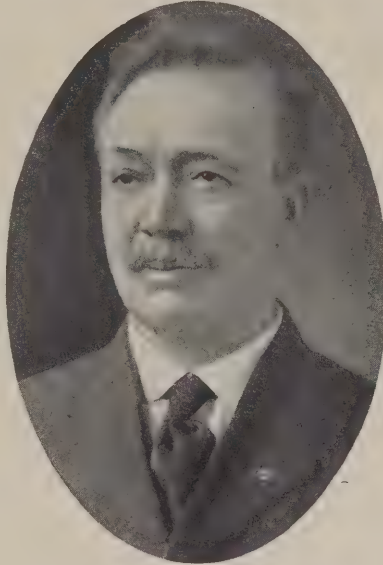
A solid page of small type, without cuts, box heads, boxed items, or sub-heads, looks unattractive and lifeless.

Headline Charts Needed in Every Composing Room Today

EVERY composing room and every head writer should have a head letter chart, showing samples of heads set with type faces available, *giving the number of units for each line of head letter. Designate each head with a name or number.* This will help you in planning the page makeup.

The next important step is *the arrangement of the stories on the page.*

THIS TEACHER PUT IN MANY YEARS IN NEWS AND JOB PLANTS



CHARLES W. LECHLEIDNER

*Professor of Technical Journalism at
Marquette University College of
Journalism, Milwaukee, Wis.*

If you use a cartoon or a cut at the top of the page, it is good form to place a hairline box over the cut or cartoon, and the descriptive matter below, with a full cut-off rule beneath all. Single column cuts pertaining to a story may be placed in the story with name or description under it. *Place cuts above fold of paper, to prevent marring or smudging of cuts.* Cuts also may be used at the bottom of the page.

An ideal place for single column cuts is at the top of inside columns on Page

1; use a hairline box with one or two lines of 8-point blackface over the cut, then under all put a parallel hairline rule. Below this you may use your regular heads, or a size smaller head than that which covers the bigger news stories. Small but important boxed stories may be placed in balance at top or bottom of columns.

Get as many stories as possible on the first page.

Many editors strive to get a good front page and let the other pages of their publication take care of themselves.

If you use patent inside or plate matter, try to make your home print pages match those of your patents. In many papers the patent inside pages look clean, while the home print pages look smudgy.

If you use plate stories, saw off the heads and reset them in your own style of head letter. This takes little time and greatly improves the appearance of the paper.

Press Work on Many Weeklies Criticized by This Expert

THE press work on a large number of country weeklies could be improved greatly by devoting a few minutes to make-ready—getting all the cuts type-high, either by filing or sandpapering the high cuts, and underlaying the low cuts.

Clean rollers, clean ink fountain and good distribution of ink will help greatly in getting clean print. Notice the clear print on your patent sheets; *you can get the same clear print if you will experiment a little.* There is nothing more discouraging to a reader than to receive a poorly printed newspaper.

The most important page of the newspaper is the first page, while *Page 3 is given second place because when the paper is opened the eye naturally falls on that page.* Page 2 is called the "turn page," because stories can be continued from the last column of the first page to the first column of Page 2 without a continued line.

SPOILING ADS SEEMS EASY FOR SOME PRINTERS AS WELL AS FOR ADVERTISERS

*Marquette Type-Chief Goes Thoroughly Into Causes
Which Make Advertising Pay, or Leave All-Around Loss*

TYPOGRAPHY of Advertising is a subject that calls for much study on the part of the advertiser and the printer. The merchant prepares his copy with the expectation that it will bring results. *Ads sell the goods, and the type sells the ads.*

No matter how well an ad is set, unless it is placed where the reader will see it, it loses its value.

TO GET the best results the advertiser should be able to speak the printer's language—to use the technical terms and know the materials with

which the printer works, and call for what he wants. The average printer bases his choice of type faces on mechanical principles, and constant association with type enables him to get good results, while the ad writer who is not familiar with the print shop language, gropes about in the dark. The printer should not delay teaching the ad-man—diplomatically!

WHETHER writing ad copy or setting type for an ad, it is essential to know the fundamental principles underlying correct composition. These

TYPE CAN MAKE A "BEAUTIFUL GOWN" OR A BIG BOTCH; AND, IT'S ALL A MATTER OF TASTE AND MATHEMATICS

are: Optical center; balance; harmony; tone; contrast, and appropriateness.

OPTICAL CENTER is slightly above the geometrical center. Anything placed in exact center has the appearance of being below center. A familiar example of optical illusion is seen in the letter "S."

BALANCE—Care should be taken to have your composition in perfect balance—not too heavy at the bottom.

HARMONY—Adhere to one type family.

tone—Type, rules, borders and ornaments should be uniform in tone. If you use light face type, use light rules, borders, etc.

CONTRAST—In nearly all advertising the object is to call attention to certain articles which are for sale. Many advertising campaigns have failed only because the advertising matter has not been properly presented. In every well-displayed ad there is one line or item that stands out above all the others. This is called contrast. Display matter looks best when surrounded by white space. Never crowd your matter.

APPROPRIATENESS—No matter how well grouped or well balanced the ad, if it is not appropriate to the subject it is a dismal failure for the purpose intended. Use light faced type for millinery ads, gothics for fire sales or auction sales; medium faced types for dry goods, etc. Every type face comes under one of five general headings—text, gothic, roman, italic or script.

TEXT—Appropriate for memorials, formal announcements, and ecclesiastical printing.

GOthic—Is plain faced, and used for show ads, circus ads, fire sales or cheap bargains.

ROMAN—Used for body type. Old style usually comes under this head.

ITALIC—A slanting letter, with which many productive ads may be set.

LEGIBILITY is the *first* factor in the success of an ad. If the ad cannot be read it is useless.

Setting an ad in all caps also prevents easy reading. Caps and lower case can be read five times as fast as all caps.

The reader is accustomed to caps and lower case as used in all the news columns, therefore when the eye strikes a line of caps, it cannot grasp the type.

It has been proved that the eye cannot catch more than four units at a time. The first mission of good advertising is to attract the eye.

The ad must be read, but first it must be seen. An ad that does not appeal to the eye has about as much chance as an agent who fails to get an interview. It is the type arrangement with the black and white effect, that sets the trap to catch the eye.

Every good ad should have an "eye catcher." Avoid using small type in your ads—the older people cannot read it and the younger people won't read it.

The simple type effect means good taste. Set your ads in some medium faced type, like Caslon family, and you can't go wrong. It is ill form to put half a dozen varieties of type in one ad, and above all, *never use a shaded letter in your newspaper*—you ruin your type as well as the appearance of the ad.

*Corners Must Match and
Look Out for Ample Spacing*

IF YOU use a rule or border around the ad, be sure your corners match. Do not set type too close to the borders, leave at least 12 points white space to get the best results. Many a good ad is spoiled by having the top line too close to the border. Leave 12 to 18 points white space between border and top line.

Do not set 6 or 8 point any wider than 18 picas; 10 point any wider than 27 picas; 12 point any wider than 36 picas; 14 point any wider than 42 picas, while 18 point or 24 point may be set as wide as 60 picas. If your measures are wider than those mentioned, set the type in 2 or 3 columns; it looks better and is much easier to read.

Body matter in ads should be leaded. Rather use a size smaller type if necessary. Keep your ad free from orna-

"GOOD advertising is something more than mere typography, but good typography makes good advertising more effective."

—ERNEST ELMO CALKINS

ON A SPOT, MID-OCEAN

*Auto-Jazz, Fire, Pacific Tramp-Printers and
Much Other Excitement Founds Success*

TUCKED away on a small Pacific island there flourishes, along with the pineapples, sugar cane, and Japanese, the *most western* of American newspapers. *The Garden Island*, the only newspaper printed in the English language on the island of Kauai, Hawaii, has recently moved into its new up-to-date building in the plantation center of Lihue.

The island of Kauai is a small beauty spot of about 547 square miles, situated at the north-eastern end of the main Hawaiian group of eight islands. It is the smallest of the chain, and geologically the oldest. It is considered by many the most beautiful. Hence the name "Garden Island" by which it is fondly called. There is a very cosmopolitan population of 32,000, about two-fifths of which are Japanese. The rest of the number is made up of a

fairly even distribution of Anglo-Saxons, Portuguese, Chinese, Hawaiians and part Hawaiians, and Filipinos, with a lesser number of Porto Ricans, Koreans, Spanish and others. The island is one night's journey by boat, or 90 miles from the city of Honolulu which is situated on the next island to the south.

*Ad-Makeup, Ink and Other
Points to Be Remembered*

MAKE up your ads in the pages in pyramid fashion, starting in the lower right-hand corner. Put the largest ad at the bottom of the page; then, according to size and space, build up with the smallest ad on top.

This style of makeup gives the small ad a chance to be seen, and does not detract from the larger ad. It also permits of a better makeup of the news matter and practically puts *every ad next to reading matter*.

I believe every newspaper should carry an editorial and feature page. To my mind, *a paper without an editorial page is like a three-legged dog*—he can travel, but he has to limp.

My experience with printers' ink has been that a good grade of news ink goes farther, pound for pound, than a cheap ink. The covering capacity of the better ink being greater, therefore the increase in price per pound is made up, to say nothing of the cleaner appearance of the printed page.

fairly even distribution of Anglo-Saxons, Portuguese, Chinese, Hawaiians and part Hawaiians, and Filipinos, with a lesser number of Porto Ricans, Koreans, Spanish and others. The island is one night's journey by boat, or 90 miles from the city of Honolulu which is situated on the next island to the south.

American-Made Equipment

RUNNING a newspaper on a small island is not much different from running one in a small town on the mainland, except for the novelty of the situation and the staff, *and the kind of news at hand*. But in these there lies a continual source of interesting refreshment for one who desires something a little out of the ordinary.



DELIGHTFUL NEW BUILDING OF "THE GARDEN ISLAND"

LEFT TO RIGHT: *The Staff of This Isolated, Picturesque Weekly, Circulation About 750, All Mail: K. C. Hopper, "the Whole Works;" Charlie Fern, Editor; Larry Thomas, Press Kicker; George Eldred, Linotyper and Practical Printer; Lucy Kauoa, Job Department; Isabella Waiau, Forewoman; Glen Hopper, Office Boy, and Lena I, Job Department*

The new building is one of the most modern, and best lighted of printing plants in the Hawaiian territory. It is constructed of Truscan steel, with a more ornamental front of concrete. The

fore part of the building is taken up by the business and editorial offices, with the stock room and main plant occupying the rear quarters. The mechanical equipment consists at present of a Linotype, a large press, four job presses, a paper cutter, perforating and stapling machines, and numerous other pieces. This has all been carried over from the old plant. New machinery is to be installed within the year, or as soon as the manager can get away to the mainland to make the purchases.

Romantic Beginning Lends Present Interest to Venture

THE *Garden Island* came into being as only one of the adventurous larks of a certain heavy-drinking, lotus-eating, fabricating ne'r-do-well, called "E. B." who had tasted life in big chunks in the war of the Philippines, and in bouncing around the world in the role of a tramp adventurer.

Having been cast upon the shores of the island, he dragged out a rickety old press, a bit of disfigured type, rented a small shed under the palms and mango trees, and applied himself diligently to the task of putting out a little nine-by-twelve, four page sheet of the week's news about the island.

He hired a native girl, named Isabella Waiau, to set type and run the place while he dashed off on his roan

mare to distant parts of the island to collect the news. That was in 1910.

About a year later he went into partnership with Kenneth C. Hopper who had come over from Honolulu in search



"CHARLIE" J. FERN

Editor, "The Garden Island," a Weekly With a Romantic, Now Successful Path



K. C. HOPPER

President and General Manager, Garden Island Publishing Co. Lihue (Kauai) Hawaii

of a small weekly. Together they set about to put the business on a firmer basis. They organized it into a company, selling shares to a dozen or so of the millionaire sugar men and others of the well-to-do-about the community. They ordered new type and machinery, took up job printing, and enlarged the force by the addition of two robust and thoroughly lazy Hawaiian girls, Lizzy and Emma, and one Japanese school boy called Yoshimitsu, to run the job press.

*Auto-Jazz and a Fire
Changes Destiny of Paper*

THE business had no sooner gotten well under way than "E. B.'s" mind began to run to other things. Automobiles were just making their advent into that part of the world, so being an adventurer, he had to invest in one. When it arrived he was of no more use around the office, as he was always off at some other part of the island when there was the most work to do. From then on the business was a partnership in name only.

The same year the firm met with another disaster. *Fire consumed the shop and everything in it!* There was no time for mourning, however, as the ashes were not yet dead before the millionaire stock holders had gathered around the ruins and taken up a collection of some thousands with which to erect a new plant.

Within a short time a long green wooden building was put up on the edge of a sugar cane field, and new equipment installed. There the second lap of the paper's history begins. From there it climbed steadily, in spite of the withdrawal of "E. B." and the succession of some six or eight "editors" of the old school, all of whom were perfectly good drinkers, and quite useless as far as any sense of responsibility was concerned. Business was good and paid dividends, but it was largely the work of K. C. Hopper, who had gone into the thing to make a success of it and who was going through all the trials and labor that are a part of such a venture.

With that history behind it the *Garden Island* is now setting forth into a broader sea, toward another and a more ambitious goal.

*Lots of Novelty in Force
Handling the Production*

THE force, as it now stands, consists of an editor, "Charlie" Fern, a graduate of the University of California, who is fired, so far as is possible in that climate, with the dash of youth quite unknown to those of the old school; a Linotype operator and printer named George Eldred; a forewoman, the Isabella Waiiau who was employed by "E. B." fifteen years before, and who has been with the company ever since as its most faithful and dependable member; three native girls who work in the job department, and named Lucy Kauloa, Lena I, and Rachel Hopu; two boys who serve as printers' devils, one the



THELMA HOPPER

*Author of This Article and
Daughter of the Big Chief of the
Paper and Its Profitable Job
Plant, in the Pacific*

MISS HOPPER is a recent graduate from the Department of Journalism, University of Nevada, Reno. Upon furnishing this material, she set out for the journey on the Pacific which would take her back home to take a position on the staff—her purpose in coming to The States. She wrote: "I have succeeded in working up a great deal of youthful zeal for newspaper work."

son, Glen Hopper, and his school mate "Larry" Thomas.

Beside these there are correspondents in each of the principal plantations. These are for the most part Japanese, Chinese, or Filipino school boys. They often show a rather amusing sense of news, and their stories are written in the most flowery of English, patterned after the style of Carlyle and Emerson, and all showing evidences of much searching through unabridged dictionaries for long and weighty words which are not always used in their nicest sense.

All this staff is under the supervision of K. C. Hopper who is now managing editor, and president of the company. Business is handled in such a way now that he is able to play golf at 4 o'clock instead of working in the dusty office until 11 at night.

*What Kinds of News, Do You
Think, They Find Out There?*

AS to the news on an island, there is never any lack. When there isn't a big Filipino murder story, there is a bootleg raid, or a plantation strike to report. The Filipino furnishes all the really exciting news. Never a week goes

by except that somewhere on the island some man cuts his wife's throat with a cane knife, or stabs some fellow for making eyes at his bride, or runs one of his fellows through because of a quarrel over a cock fight. They are inveterate gamblers, and every day numbers of them are taken to court for the offense. They are an impetuous but altogether simple and childlike people, and except for their occasional quarrels, are very happy-go-lucky. Fortunately they confine their carvings to members of their own race. They do sometimes attack the Japanese, for whom they have little liking.

The Japanese are generally rather quiet and undisturbing, although it is they who run the "okolihau" stills back in the mountains, distilling a very vicious and potent liquor. Otherwise they are well behaving, diligent workers, creating but few petty disturbances. The Hawaiians themselves are all too much at peace with the world, and too lazy to be of much interest as a source of news. Once in a while there is a grand luau or feast to celebrate the marriage, or birth or death in the family.

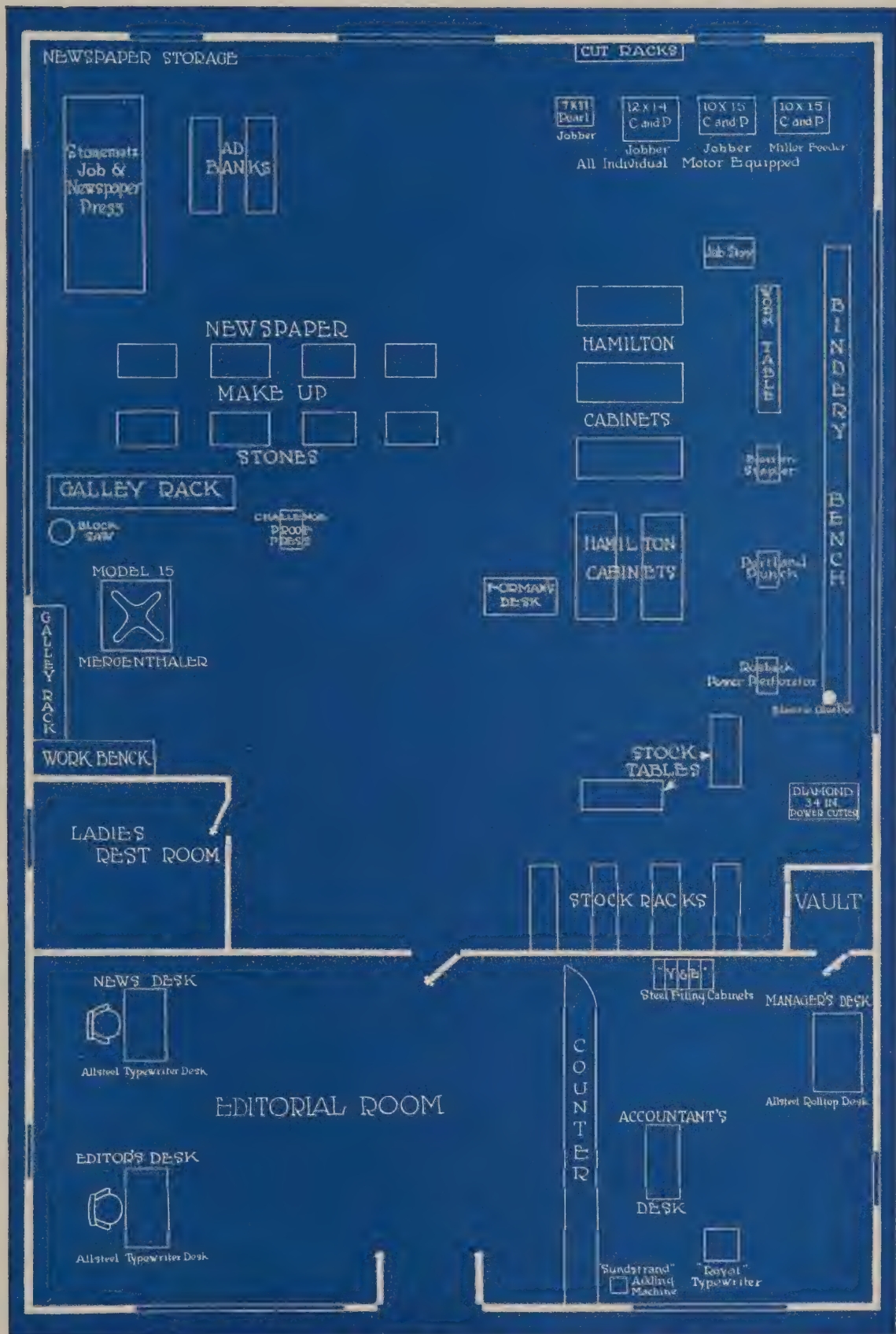
Athletics create an immense amount of interest. Baseball is the chief sport of the Japanese and Filipino, and each plantation pits itself against the other to the wild excitement of the populace. Practically the whole town will migrate 30 miles to see its team play a particularly strong rival.

Sugar and pineapples being the chief industries furnish much news material. The plantation is the center of community life. There is a great deal of social intercourse among the white people all over the island, so of course they must have their society news.

Shipping news is of general interest. Being stuck on an island ninety miles from the nearest neighboring isle and 2,000 miles from the Mainland, puts a ravenous thirst in the hearts of the inhabitants, especially the whites, for any sort of news from the world outside. There are two boats a week from Honolulu, which is on the island of Oahu across the channel. Always every passenger aboard receives special mention in the personal column. Every new arrival is the object of much interest, and his mission and identity must be known to at least all the white members of the population of the entire island. The place is really one big community where everybody knows everybody else, and no one remains long a stranger.

*All-Home Print, All Local;
Good Advertising Patronage*

THE *Garden Island* is an all home-printed paper, having no "patent" inside or outside, or other syndicate matter. The news is all local, there being no attempt made to carry the more timely news of the world. An effort was made to arrange for a daily sheet of cable news, but it did not receive the support of the patrons, who preferred to subscribe for the Honolulu dailies. During the war, however, a small digest of the day's events by wire



—From a Sketch by the Author

LAYOUT OF "THE GARDEN ISLAND," ENGLISH WEEKLY; KAUAI, HAWAII

was put out, but at considerable expense and labor. At present the paper has all it can handle with just local news, which is all that the readers seem to want.

The paper has carried on quite a successful business from the standpoint of advertising. It carries ads from all the business houses of the island, as well as many from the firms in Honolulu which cater to Kauai trade. During the past year they carried an average of \$1,000 a month in advertising, this with a circulation of 700. The reason for the limited circulation of the paper, is, of course, the limited English reading population. But though few in number, they are extremely choice from the merchant's standpoint. The only hope for any increase in circulation lies in the young Orientals graduating from the public schools.

Job Department in Unique Position of "Healthy Isolation"

THE firm maintains a rather well developed job department, which has as much work on hand as it can handle with three girls and two press boys going all the time. There is a continuous round of "store books," bill heads, order blanks, plantation record books of all sorts, tickets, posters, and booklets.

It has a practically complete monopoly on the whole island's trade, except for an occasional case when some man gets a personal "peeve" on against someone in connection with the business. Otherwise there are some ten or twelve plantations each with ten or twelve dependencies such as stores, mills, business offices, field systems, etc., etc., besides the numerous independent concerns.

The size of the paper runs from 8 to 12 pages, and during holidays they put out as many as 16. They carry once a month a 4-page automobile section on green paper. This is very popular with the automobile owners, which is to say practically the whole subscription list, as everyone owns a car there. There is no other means of transportation, and distances are too great for walking.

Another feature is a monthly interview with the merchants of the island, telling of the new goods and merchandise they have received, and of the market conditions as they find them on the mainland.

So with these and a good many other more detailed changes that are about to be introduced, the *Garden Island* is looking forward to a future that will make it one of the very best little weeklies in the whole United States.

most of our advertisers. And the results which followed looked even better.

So, the *Junior Democrat* was born, and grew heartier with each issue. Bad roads and weather have little effect on it. And, when we have sold the four pages of the *Junior Democrat*, we know that we will run over 50 per cent advertising including the legal, classified and foreign.

The publication is gaining favor among both readers and advertisers. Quite frequently, we hear favorable comment from its readers and the "Home Brew" column is generally filled with stories funny enough to meet with the approval of all.

ONE advertiser had never used space in this publication until the *Junior Democrat* was started and then he telephoned for a solicitor to call on him and get his ad. But, best of all is the effect on our regular advertisers. Some of them have increased their space. Others have concentrated their advertising in the *Washington Democrat* and the *Junior Democrat*. Quite frequently, we have advertisers tell of some direct result of their advertising in our publications, and the fact that they are seeing direct results makes it easier to solicit their business as well as others.

A good many times now, we have some advertiser bring his copy to the office or tell us, "Don't forget to run that ad in the 'JUNIOR' and try to give me the front or back page."

THE *Junior Democrat* brings us 5 cents an inch, which just a little more than pays its actual shop cost, but it brings us a nice lot of advertising each week that we ordinarily would not get. Right now, in the midst of the summer, we are carrying a lot more advertising than we would otherwise have. The enterprise carries well, too, for the fall months.

JUNIOR PULLS OUT DAD

A Couple of Publishers Under Thirty Walked Right Through Mud Barricades

By DONALD O. ROSS

ON Christmas Day, J. Elliott Grayson and the writer purchased the *Washington (Ia) Democrat*, taking possession on January 2. Immediately after both of us, being under 30 years of age, found that we had many things to learn about the country newspaper business. We also found that many of our pet ideas were soon "knocked into a cocked hat."

The state of Iowa is noted for its tall corn. During the first six months of our newspaper career, we also found that Iowa is noted for its wonderful mud which covers all of the highways each spring. That spring brought more rain and more mud than usual.

The weather and road conditions had a direct bearing on us, as well as on the merchants and farmers. As our circulation is largely rural, many advertisers hesitated just a little in placing their advertising in the *Democrat*.

In many cases, merchants asked us about our city circulation. We found that the daily newspaper was securing more advertising and we attributed this to the fact that it had a larger circulation in the city and little business was coming to our merchants from the country on account of the roads.

So, we faced the situation of either losing out on the advertising until the roads and weather were conducive to rural trade, or else devising some plan to give city circulation too.

IT WAS then that *THE JUNIOR DEMOCRAT* came into being. We decided to circularize the town—every home in the town. We made a layout just the size of four of our regular pages with a heading on page one and also a box in which was contained a message giving the "WHY" of the *Junior Democrat*.

One column on page 1 was laid out for a "Home Brew, By Gosh" feature and all of the rest of the space on the other pages was devoted to advertising use. We marked the pages out in ads of various size and started out to sell the space to our advertisers, explaining the increased circulation of 1,400 in town and stressing the importance of the "Home Brew" column. We explained that when the advertisement would be run in the regular edition of the *Democrat*, we took the same ad and put it in the *Junior Democrat* for 5 cents an inch.

The increased circulation of 1,400 for 5 cents an inch looked mighty good to



DONALD O. ROSS

an instruction program. This is exceedingly difficult for the printer who has no teaching experience or who has not had a course in trade-teaching in which he has learned how to organize his work. Usually he must struggle along for a few years until he can get his teaching schedule established. In accomplishing his end he must exercise the utmost discretion and diplomacy, else he will lose

his job and another printer will be taken out of the trade to do the job-printing for the school system with the labor of pupils.

The argument concludes: "With regret we observe that school officials, and particularly superintendents of schools, are often the parties most to blame for this situation. They think they are saving money for the city."

TO BUILD, BUY, SELL?

Guideposts for Six Possibilities That Inevitably Confront Printer:Publisher

By LYLE H. OLSON

AN article by H. F. Henrichs in July "NPJ" showed the many methods used in valuing a newspaper:printing business, and a new method never before published. Executives and owners in this field sooner or later confront questions and problems along similar lines relating specifically to the building housing the business—re-building? a new building? selling the old? shall it be an office building in addition to a newspaper:printing home? tax matters? etc., etc. Six angles are typically covered in this article, published by special arrangement with the American Appraisal Co., and prepared by one of its high officials.—(Ed. Note.)

THE valuation of commercial buildings—for the information of (1) the operating management, for (2) investors, for (3) purchase and (4) sale, (5) liquidation of a business, or the (6) settlement of an estate—involves:

- (A)—The character of the construction and equipment of the building.
- (B)—The reproduction cost of the actual or equivalent building.
- (C)—The accrued deterioration of the physical elements of the building.
- (D)—The effect of obsolescence.
- (E)—The adequacy of the building for the purpose for which it is, or may be used.
- (F)—The trend of economic development as affecting the future utility of the building.
- (G)—The fixed charges for maintenance, replacements, and depreciation.
- (H)—The analysis of present and past gross and net earnings in relation to possible future earnings.
- (I)—The present and prospective trend of value of the land and the fixed charges and fair return upon the land values.

It may be that neither the earnings of the building nor the reproduction costs are a reliable or conclusive basis for values, and that only by taking into consideration reproduction costs, actual and potential earnings, and *all* other factors that a reliable determination of value can be made.

THE determination of the present value of land and buildings by the capitalization of actual or prospective earning power may result in the inclusion in the value of the physical proper-

ties a *Business or Good-Will Value* that should, for account, credit and taxation purposes, be stated separately. *Business or Good-Will Value* is that part of the value of a going business that is in excess of the value of its physical property and the necessary working capital.

Land Value is the expression of the consensus of informed public opinion. One parcel of land cannot have a market value out of proportion to the surrounding land of comparative desirability just because one owner or prospective purchaser does, or expects to, utilize that land to great advantage.

The *Maximum Value* of a building would be represented by the cost to

reproduce the building including all overhead and indirect construction costs, and, in some exceptional cases, the profit that the investment in the land and buildings might be earning during the organization and construction period.

This can be illustrated by an example of a purchaser having the opportunity of purchasing:

(a)—A new modern ten-story office building in good location completely occupied by satisfactory tenants and yielding a net return of \$150,000 per annum before depreciation and maintenance charges.

(b)—A similar land site with equally advantageous location where a similar building could be erected with an equal earning power, the present property having an appraised cost of reproduction new at the present time of:

Land	\$200,000	
Building		
Direct Construction	\$700,000	
Architect's Fees	50,000	
Insurance and taxes	30,000	
Organization and		
Legal Expenses	20,000	800,000
Total Direct Costs.....		\$1,000,000

This cost does not include the interest on borrowed money nor the actual loss of interest on capital invested during an estimated two year period of promotion and construction for the new project.

THE problem is to determine how much the purchaser can afford to pay for the going property from which earnings are immediately available as compared to the estimated cost of erecting an equivalent building with a prospective return starting two years from date.

The purchaser must first consider that, in acquiring the present building, he would assume the obligation for the maintenance and repair of the building, and a depreciation that would return his investment in the building at the expiration of its economic life. In this case we will assume a life of fifty years and renewal and maintenance requirements of two per cent per annum of the original cost. The annual obligation assumed, therefore, is:

Two per cent depreciation on a total building cost of \$800,000	\$16,000
Two per cent maintenance on a direct construction cost of \$700,000	14,000
	\$30,000

And since the net return is \$120,000, there is left a difference of \$44,000 which may be considered the excess return over the minimum interest requirements.

The present value of a return of \$44,000 for ten years at 10 per cent is \$270,000 and this amount added to the cost of the land and building for the new project gives us \$1,270,000 as the amount the purchaser could afford to pay for the present building under these assumptions.

(Please Turn the Page)



LYLE H. OLSON
Vice-President
American Appraisal Co.

CLASSIFICATIONS	Per Cent of Repro- duction Costs	Per Cent Accrued Depre- ciation	Annual Percentage Depre- ciation	Rates Main- tenance
STRUCTURE				
Foundation.....	7.5%	16%	1 2/3	0
Retaining Walls, Areas, etc.....	3.0	35	3 1/3	.5
Exterior Walls				
Plain Masonry.....	8	16	1 2/3	0
Cut Stone Main Entrance.....	1	25	3 1/3	.5
Cut Stone Veneer and Trim.....	1.5	10	1 2/3	.5
Face Brick.....	1	12	1 2/3	.5
Terra Cotta Trim.....	.3	15	1 2/3	.5
Cut Stone Cornices.....	.7	20	1 2/3	.5
Sidewalk.....	.6	50	5	.5
Structural Steel.....	14	16	1 2/3	0
Fire Proofing.....	8.5	16	1 2/3	0
Sub-Floor Construction.....	6.5	16	1 2/3	0
Exterior Finish				
Roof.....	.3	60	10	1.0
Skylights.....	.2	30	4	2
Sheet Metal Cornices.....	1.5	40	5	2
Fire Escapes.....	.5	30	3 1/3	1
Smoke Stacks.....	.4	45	5	.5
Total Structure.....	55.5%	18.6%	2%	.14
INTERIOR FINISH				
Partitions				
First Story.....	1.5%	35%	3 1/3	1.0
Upper Stories.....	7	25	2 1/2	.5
Finish Floors				
First Story.....	1.25	50	6 2/3	2.0
Upper Stories				
Corridors.....	.75	70	10	1.0
Rooms.....	1.0	30	3 1/3	.5
Trim other than doors and windows.....	2	25	3 1/3	2
Doors with trim, glass and hardware.....	3.5	20	2 1/2	2.5
Windows, trim, glass and hardware.....	2.2	30	3 1/3	3
Stairs — First Story.....	.2	30	3 1/3	1
Stairs — Upper Stories.....	.4	20	2 1/2	1
Toilet Rooms.....	1.1	25	3 1/3	2
Painting and Decorating				
First Story.....	.5	20	33 1/3	5
Upper Stories				
Corridors.....	1.0	30	20	2
Rooms.....	1.5	35	10	5
Elevator Enclosure.....	.6	25	3 1/3	2.0
Total Interior Finish.....	24.5%	28.9%	5%	1.8%
MECHANICAL PLANTS (*)				
Steam Plant.....	2%	40%	5	2
Electric Plant.....	1	50	6 2/3	5
Elevator Plant.....	4	35	5	3
Refrigeration Plant.....	1	40	5	3
Pumps, Tanks, etc.....	1.5	45	6 2/3	3
Total Mechanical Plant.....	9.5%	39.5%	5.4%	3
SERVICE FIXTURES				
Plumbing				
Piping.....	2.25%	40%	4	1
Fixtures.....	2.25	35	6 2/3	1
Steam Heating				
Piping.....	1.0	30	3 1/3	.5
Radiators.....	1.5	35	5	1.5
Electric System				
Main Wiring.....	1.5	30	3 1/3	.1
Fixtures.....	1	35	10	1.5
Miscellaneous.....	.5	35	5	3.0
Fire System.....	.5	30	5	3.0
Total Service Fixtures.....	10.5%	34.6%	5.23%	1.4%
TOTAL OF BUILDING.....	100%	24.8%	3.4%	.96%

(*) "Building" Plant, only.

*ANALYSIS OF OFFICE BUILDING FACTS (SEE ARTICLE)**Set-up of Reproduction Costs, Depreciation, Maintenance;
Exemplifying Methods Explained in Mr. Olson's Paper*

ANOTHER method of determining the purchase price of the building would involve the computation of the depreciation reserve upon a sinking fund basis over a fifty year period instead of the straight line basis for depreciation assumed in the foregoing examples. In such a case, the values would be somewhat higher than are shown in the foregoing examples since the annual contribution to the depreciation reserve would be smaller and the net return greater.

It will be noted, however, that in any set of assumptions to obtain the fair purchase price of a commercial building that the cost of reproduction and accrued depreciation, together with the fixed charges, are important elements to consider.

The analysis of the figures must of course take into consideration the anticipated trend of future reproduction costs, future gross revenues and operating expenses and the rate of return and capitalization must be modified in accordance with good business judgment.

WHERE the building is of an age and in such condition that accrued depreciation is an important factor, this depreciation should be determined from a careful study of the building similar to that shown in the analysis table with this article, and depreciation deducted from the cost of reproduction to determine the value of the property.

From the standpoint of the operator, owner, banker and investor, a property record and analysis such as evidenced

by an authoritative appraisal of the properties is a desirable insurance for the conservation of the properties, the investment and the return.

This annual obligation over the anticipated life reduces the return of \$150,000 to an annual return of \$120,000.

The purchaser has the required \$1,000,000 invested at 6 per cent interest and this is available as required, but the loss of interest if this money was invested in the new project may be estimated as follows:

\$300,000 @ 6% for two years.....	\$36,000
\$700,000 @ 6% for one year.....	42,000
	\$78,000

This loss of interest would be additional to the cost of the new project.

But if the money is invested at once in the present building there will be a loss of two years interest at 6 per cent or \$120,000, which is \$42,000 more than the interest charges for the new project. This amount then would be an offset against the anticipated earnings from the present building. Therefore a possible purchaser might compute the amount which he could afford to pay for the present building, somewhat as follows:

Cost of land for new project.....	\$200,000
Direct cost of new building.....	800,000
Two year return from present building.....	\$300,000
Less	
Allowance for depreciation and maintenance	60,000
Interest lost by purchase of present building	42,000
Total charge against income	\$102,000
Net return for two years from present building	198,000
Price purchaser could afford to pay	\$1,198,000

BUT, if the purchaser and the seller of this property should enter into negotiations, with the analysis of the above facts in reference to the situation, and then decide to exchange the property on the basis of a purchase price which would yield an 8 per cent return upon the investment, the purchase price might be determined as 12 1/2 times the estimated net revenue of \$120,000 or \$1,500,000.

A more conservative purchaser, however, might consider that income tends to seek a level in relation to replacement costs and that any earnings in excess of 6 per cent on the land value and 8 per cent of the reproduction cost of the building possess a lesser degree of permanency. He might, therefore, be willing to purchase on the basis of 6 per cent on the land value and 8 per cent return on the building cost for the period of its estimated life of fifty years and to capitalize any excess of earnings above these figures at 10 per cent for a period of ten years.

The prospective income and the resultant purchase price, under these conditions, would be as follows: Six per cent upon a land value of \$200,000 is \$12,000; 80 per cent upon a building cost of \$800,000 is \$64,000.

WHY FEAR to 'SWEAR'?

*Illinois Publisher Reviews Reasons for
His Complete Circulation-Rate Oaths*

By H. U. BAILEY

IT is good business policy for weeklies, as well as for dailies, to make sworn circulation statements. It is only the fellow who "pads" his list who fears an audit or refuses to back up his claims with an *affidavit*.

Circulation is the only true basis for fixing advertising rates in newspapers. (*Who differs?*—ED. NOTE.) Advertisers pay for delivering a message to the public and in planning a publicity campaign figure on getting their message across in the most effective manner and at the least expense.

THERE used to be a time in the printing business when a newspaper was a newspaper and little attention was paid by advertisers as to whether a paper had a thousand or five thousand circulation. They just put an ad in the paper and let it go at that. Some advertised to "help the publisher."

Advertising has become a science. Even the small town merchant, who uses modern methods in his business, has a certain definite appropriation for advertising which he spends with the same keen attention to the relation between expenditures and profits that he applies to other details of his business. In buying advertising a merchant has the same right to know what he is getting for his money as when buying any other commodity.

The wise publisher today is getting into the sworn statement class. There is an equally important reason, also. In the last few years there has grown up in this country a vast system of national advertising. After years of experimenting with various forms of advertising, the men who handle large advertising appropriations, have concluded that the best and cheapest results are to be obtained from the newspapers.

It can be readily seen that a publisher who refuses to back up his circulation claims with positive proof is at a decided disadvantage.

OUR rate card (a 6-page folder fitting an ordinary No. 6 envelope) contains a double spread map of the county. All important towns and settlements within the county are shown and with each appears in large figures the number of subscribers in that locality.

Under "Distribution of Circulation," a whole page in the pamphlet is devoted. All towns are there listed, and under sub-heads the rural routes by number, and the circulation in postoffices too small to have rural routes also is given. These all are totalled at the bottom of the page and added thereto are figures showing circulation in Illinois outside

that county, and also in other states.

The grand total squares with the figures set forth in the sworn statement of the publisher, constituting what would appear to be a most eloquent selling talk requiring no supplemental argument. The card tells the paper's whole story, leaves no question unanswered and doubtless saves a volume of correspondence.

On the subject of rates the card is brief and clear. The per column inch rate is stated in plain figures sub-divided under (1) general rate (run of paper); (2) local per insertion; (3) political advertising. These are given on basis of four or more issues, the rate for fewer insertions being stated at a slight advance. Rates for leading notices and classified "wants" are clearly given in terms not to be misunderstood. Appended are paragraphs containing high lights of typographical information.

A copy of the oath on circulation taken by the publisher appears on another page, followed by this simple guarantee:

"If the detailed statement of our weekly circulation, as herein published, is not substantially as represented as to number and distribution in the several towns and on the rural routes in Bureau



H. U. BAILEY

*Publisher, Princeton (Ill.) Weekly
Bureau Co. Republican*

County, then we will upon presentation of proof of error, cancel the bill or refund the amount paid by any advertiser using our columns who wishes to take advantage of this guarantee."

AUDIT HUNTS UNKNOWN LOSS

*Mid-Western Manager's Experience Duplicated
in Hundreds of Offices, If Truth Were Known*

By L. F. VALENTINE

SOMETHING like 30 years ago the Clay Center (Kans.) *Times* began issuing semi-annual, detailed, sworn circulation statements. When, some years later, the Audit Bureau of Circulations was organized. The *Times* was the first country weekly newspaper to join that organization and, for some years, was the only small-town country weekly in that Bureau.

The *Times* remained in the Audit Bureau of Circulations for a number of years. Then they changed their charges for small weekly newspapers—fair enough from their standpoint, but making the cost prohibitive for small weekly newspapers, like the *Times*, whose volume of outside advertising must always necessarily be small. Also, they placed all weeklies upon the same basis and the same rules which applied to a great weekly like *Colliers* or the *Saturday Evening Post*, were made to apply to little country weeklies.

HOWEVER, we continued to make up semi-annual statements of our own, swearing to the statements and sending them to the advertising agencies. Last spring we decided that an audit by an outside company might prove advantageously, so we hired Don Henry & Company of Topeka to make the audit. It was just as accurate as the A. B. C. Audit, being just as truthful and informative to us, though it did not go quite into the A. B. C. detail. About the only difference was that he took our word for some things.

We printed the result of last summer's audit in the *Times* and also sent printed pamphlets, telling about the audit, to advertisers and agencies over much of the country. As far as the local merchants were concerned, few apparently thought anything about it, though it may have made more of an impression upon them than they in-

(Please Turn the Page)

licated. A few mentioned receiving it. We received a number of letters from outside advertisers and agencies, complimenting us upon having had the audit made.

The audit brought out a few matters of interest. One was that there was considerable spread between the number of printed papers and the number of actual paying subscribers. We have been told that there are papers in Kansas of the same general nature as the *Times*, with just as big a spread and some with much larger. If that is true, it is regrettable. It certainly indicates a big loss to the newspapers.

As far as the impression made upon the local advertiser, it is a debatable question whether the audit is worth the expense. Regrettable as it is, we all know that too many small town merchants must be sold advertising by personal solicitation each week. The solicitor who pleads the best and presents the best ready-written service advertisement, working upon the sympathy of the merchant and saving him the most work of preparation, gets the advertisement.

"However, I believe if 50 or 100, or if even all the country newspapers belonging to the Kansas Press Association (or, any state group) would bind together, secure an auditor and have their subscription records audited by one central auditing firm, so that the secretary of our association could go before the foreign advertisers and advertising agencies with the statement that he had for sale a stated amount of circulation—audited and sworn to—it would create a profound impression and might produce business that would far more than pay for the money and effort spent."

*Lots of Things Newspapers
Can Learn in Getting Facts*

AS FOR the newspaper, it can learn something itself from an audit. When you pay money for a thing, you are apt to more highly value that which you receive. When the auditor comes in and shows you that you are printing many more papers than you are receiving pay for, you ask yourself why that is so. Undesirable exchanges are dropped, wastage is eliminated, a comparison between galleys and office cards is made, the free list is reduced and every effort made to bring the number indicated by the press counter, down to where the auditor finds your true subscription list to be. Our press said we were printing 3,711 papers. The auditor found we had 3,197 subscribers. An outsider, to whom nothing is of any consequence, except accuracy, will see things and find out truths which the owner of a paper will never see or discover for himself. Few men know too much about their business.

One wonders, sometimes, if the newspaper men are really liars or just ignorant. We are sure that we had not been lying ourselves, previous to the audit, but we found we were mistaken as to



L. F. VALENTINE
Manager, Clay Center (Kans.) Times

the number of people who were paying us for the paper.

A young newspaper man, who had been in the business about two years, located in a town of about 2,000 people, once told me that he had 2,700 subscribers on his list and that every one of the 2,700 was paid in advance. 2,700 subscribers — actual subscribers — and not a one of the number in arrears.

RYMER TALKED 'TURK'

*Four Hundred Thousand Dollar Payroll
Saved AND ALSO a Good Paper Prospect*

By GENE LEONARD

HERE is a situation frequently met up with: Publisher needs more revenue to get out a better paper : : so the advertisers will want to use more space : : so the circulation will grow : : so the paper can be made still better and the advertisers use still more space. It's an endless chain. There's a missing link—you get the idea, of course!

Publishers have burned their fingers, and their elbows, putting more money (first) into the paper on "promises" of merchants and others.

J. E. RYMER, Brea (Calif.) *Progress* tackled such a situation, and *they won and he wins!* He is in an oil field section. The payroll is \$400,000 a month. The cash was slipping away to other, bigger towns. Brea merchants set up the usual song and dance. Rymer talked turkey. Here is Publisher Rymer's own story:

Organizes Community Interests

"When I took over the Brea *Progress* two years ago, I found 1800 papers being printed and practically none on a

paid basis. I immediately decided to put my circulation on a paid basis, no matter how small it might be.

Think of that. The young man was forced out of business about six months later. Did he lie to me, or did he just not know what he was talking about?

We expressed surprise to our auditor over the large spread. He named a Kansas newspaper, which is generally considered to be one of the best and most prosperous as well as one of the most carefully managed country weeklies in the state, and said that paper had a spread far greater than the *Times*. If that is true, and we have no reason to doubt it, it would pay all the newspapers to have their subscription lists audited. And if each one of us could cut down our runs a few dozen each week, it would mean quite a total saving to the newspapermen as a whole.

NEWSPAPERS AND SHOPS MUST HAVE COST SYSTEM

CHARGE for every individual operation in the plant," said Charles J. Richards, Gowanda (N. Y.) *News* to the New York State Press Association in Jamestown. He said that a plumber could not wipe a joint without listing at least seven operations.

He advises always making estimates and then comparing them with actual costs of every job afterwards. He said that no one knows how much the actual cost of advertising is without a cost system. He said that in a plant where much job work is done, the paper may well be run as a separate job.

"I repeatedly notified the people through the paper that on and after a certain date all subscriptions would be on a paid basis. When that date arrived I pulled a proof of the mailing list and dumped the metal of the entire list, starting off with just those who had paid for their paper—a total of 146.

"Having gotten down to bed-rock on my circulation I saw that we needed a better community spirit. I started in to preach community spirit and support the Chamber of Commerce. With the backing of a few loyal and far-sighted men we finally on January 1, 1925, put on a paid secretary for our Chamber of Commerce and our community spirit got into action.

"I mention these things because I think it is the duty of every newspaper to work for the development of community pride and community spirit and pull together with the Chamber of Commerce. The Chamber of Commerce can

WHEN MERCHANTS SAID "MUST," RYMER SAID "MUST," TOO

never succeed without the newspaper and the newspaper can succeed far better with the co-operation and backing of the Chamber of Commerce.

"During this period my circulation had grown to 500 and that seemed to be the peak. I could not afford to put on an editor, advertising man and circulation man to fully develop the possibilities. Some of my merchants demanded a live paper that would reach all of the 1500 homes in our trading territory.

Pot Begins to Boil and a Committee Comes to Call

ONE day they held a meeting and decided that steps *must* be taken to go after the Brea payroll and try to swing it into the local stores. I did not attend the meeting and they discussed the newspaper situation fully and frankly. As a result of this meeting a committee called upon me and asked me how they could arrange for me to put out 1500 papers each week and thoroughly cover our field.

"With the aid of the secretary of our Chamber of Commerce, J. R. Hunt, we worked out the *Brea Plan*.

"I figured the proposition over and found that it would cost me \$140 per week to put out 1500 eight page papers, employing a live man to act as combination editor-advertising man and put out a snappy paper. That meant 560 inches of advertising at 25 cents per inch.

I agreed that out of this return from advertising I would credit a sum sufficient to cover a six months subscription for each of the thousand additional names I was to cover and this would put that circulation on a paid basis.

"I had always been loyal to my advertisers and had never taken conflicting outside advertising. But I then could not afford to turn down lucrative ad-



J. E. RYMER

Owner-Editor-Manager
Brea (Calif.) Weekly Progress

vertising from outside. Either my home merchants must give me more business or I would have to look elsewhere for my bread and butter. I very frankly told them that fact, and agreed that if they would guarantee me the 560 inches of advertising per week I would not take outside advertising that would conflict.

"On this proposition I did not stand to make any money. But I knew if I put out a better paper with larger circulation I would get more foreign advertising.

"If business increased among my merchants I would have more job printing. At the end of six months I would stand a good chance of renewing many of the 1,000 subscriptions and best of all if the plan worked I would have my merchants thoroughly sold on the value of advertising.

Committee Is Named To Put on the "Brea Plan"

IN order that the proposition might be handled well, a committee was named from the Chamber of Commerce to secure the 560 inches of advertising per week and act as advisory committee. It was to act as tribunal.

"Each advertiser was to hand in a list of names to this committee, of those to whom he desired the paper to be sent. These lists would be checked for duplicates and when the list of 1000 was completed each name would receive a letter advising that through the courtesy of the merchant they were to receive a six months paid subscription to the *Brea Progress*. The psychology of this would also tend to tie the recipient closer to Brea merchants. In the case of duplicates the first merchant handing in the name would receive the credit for that subscription.

"The deal was entirely up to the merchants. Contracts were prepared fully covering the proposal, one of the stipulations being that each advertiser was to pay every two weeks for the space contracted for in that period of time.

"This gives me money to meet my payroll and added expense and finances the deal as it goes along. I will be glad to send copies of this contract to any one who is interested.

Ben Read Gives Talk and Rymer, Himself, Cooks Dinner

ABOUT this time Ben Read, managing director of the Southern California Editorial Association happened along. Mr. Hunt and I explained the plan. He was anxious that we put it over successfully so that it might be used as a pattern in other communities. He agreed to help in any way that he could.

"At the suggestion of Mr. Read I gave a dinner to the business men of Brea. The old order of the towns folk bringing stuff to eat to the editor was reversed and the editor fed them. I asked Mr. Read to attend this dinner and give them a talk.

"I want to tell you that when I say I gave that dinner I mean it literally. Mrs. Rymer was ill, the woman I had engaged to handle it failed me and I had to be chief cook. The boys were kind enough to say it was a good feed. Read told them things I had been wanting to tell them but which an outsider can always put over better.

"Right here I want to say that the Southern California Editorial Association, in my opinion, did the greatest stroke of real business it has ever done when it put on a paid field man and secured Ben Read to take up the work.

"Read spent two days with us, meeting with the merchants, going with the committee to call on various ones and lending an influence and support to the plan that was very helpful.

"He promised to find us a good man to serve as editor and advertising man and to make that man also responsible to him.

"We now have the man. Sufficient contracts have been signed to assure the success of the plan. I am assured of income to meet the expense of my paper, payable every two weeks. We are going to give the merchants real advertising service.

*Secret of Success Is This:
Get the Merchant's Viewpoint*

WHEN the merchants are aroused to the need of more fully developing their trade territory the rest is easy. The plan should be worked entirely from their angle to make it a success. It should not be looked upon as a promotion scheme of the publisher. It is a promotion plan of the merchants."

RYMER'S BREA PLAN :::

BUILDS a real community spirit, cleans out 1800 unpaid circulation deadwood and puts on 1500 paid.

GIVES merchants a real advertising service and makes them permanent patrons.

GETS enough revenue to hire enough help and get out a good paper.

TIES up the local consumers to the local merchants.

INCREASES job business volume.

BUT, REMEMBER, HE HAD TO TALK TURKEY!



A. L. CLEVELAND

Editor, Fort Meade (Fla.) Leader

FROM FARM TO NEWSPAPER-JOB

QUEER and unusual are the ways by which some enter the publishing/printing field. The following is the story, by request of "NPJ," of such a "beginning."

IT WAS by merest chance that I happened to pay a visit to a printing office when I was nearing 15 years of age. My brother-in-law's brother was and is yet editor of the Newark (Ark.) *Journal*, and it was into his country shop that I happened one day, going there from the farm, where I had always lived. I begged for permission to leave my sister's home and try a job in the printing office.

How well do I remember the time! It was on my fifteenth birthday, September 15, 1903, twenty-one years ago. It was my first ride on the train and my first job. I was very much interested in my work. I stayed with the editor for nearly four years and for about three years worked for \$1 per week, and board and washing. Later on I went to the local high school for one term, resigning my job for the time and washing dishes at a hotel and restaurant for my board.

I took a job with another newspaper, a daily, at Batesville, Ark. I stayed there a year and then went to Little Rock, Ark., where I was immediately employed by the Arkansas *Democrat* Printing Company. A year later I entered college, where I stayed four years, finishing with my diploma. While in college I had charge of the college printing office and gained valuable lessons in management.

Just before graduation, I got busy and wrote letters of inquiry to several printing offices in Florida for openings. I found one at Fort Meade, and closed a deal at once for a half interest, investing all that I had. The minute I graduated I rushed to the train and headed for this place. I have been editor of the *Leader* since June 1, 1912.

FARMING IS BUSINESS

And Therefore the Farmer Needs Far More Job Printing Than He Is Using

By HARRY MYRICK

THIS brief article about farming will help printers, especially those convenient to farm communities—and, even more, those who have newspapers—to secure a profitable and healthy line of orders and repeat orders for their job departments *now*.

It is not written by a printer or publisher, but by a writer on farming. It furnishes an "experience story idea" to printers and publishers, inferring not only what to do, but how to do it. The article is reprinted from the Philadelphia (Pa.) *Farm Journal*, and is by Dale R. Van Horn:

KEEPING A FARM OFFICE

A FARMER, who recently bought nine head of pure-bred hogs by mail, said to me: "Yes, that man in Missouri apparently had some mighty good hogs and at mighty good prices. But when I received his reply to my query, I was doubtful. He wrote with a pencil on a piece of square paper ruled off with pencil. His writing looked hasty, and there was not a sign of prosperity about the letter.

"Now I figure that a man who is in the farming business, whether it is wheat, corn, dairy cattle, horses or hogs, ought to be successful enough to use an individual letter-head. So I passed up that offer—and, mind you, it might have been a good one—for this chap over in Iowa who uses a typewriter and some specially printed letter-heads. . . Say, you ought to see that letterhead of his. Come into the house and I'll show it to you. . . ."

Perhaps this man was the exception to the rule. Perhaps the average buyer pays no attention to the kind of letter the other fellow writes. But other things being equal, isn't the man who puts his message on a clean white sheet, with his name and address printed at the top, with the name of his farm in big bold letters, and especially if the message is typed, going to have a better hearing than the one who writes with a pencil or rusted pen and on a sheet torn from the boy's school tablet?

Of course, that is a problem for each one to decide. Expense is the first consideration. But, after all, this kind of good appearance is nothing more than advertising itself, and one should turn to it as instinctively as one does when he fixes up a little before the prospective purchaser of the place.

EVEN the most simple farm office should contain a record, and if the equipment is to be acquired slowly and one item at a time, this will come first. The book should be divided into various departments—one for poultry, another for dairy, another for crops, and so on. If the book is of the loose-leaf type alterations can be made or more blank pages added when desired.

The next acquisition should be a letter-file. * * *

Then come letters-heads and printed envelopes. These can be purchased for almost any price and they are of many grades. The best way is to work out the heading definitely and jot it down on paper, then take the proposition to several printers for quotations. A light buff or grey paper is often more attractive than plain white. If you can afford it, a small cut of the home place or one of the prize animals should be worked into the heading. Often the same type and wording which appear on the top of your letter-heads can be duplicated in the upper left-hand corner of the envelopes.

It will pay to get a large order of printing at one time, as 1,000 envelopes and letter-heads will cost less proportionately than 500. It will also pay to get two sizes of envelopes—one for straight correspondence, and the other of No. 10 size, which will take additional papers when necessary.

Why Not

Use This in a Constructive Way

WITH an appropriate introduction, this story can, of course, be reprinted in some form in your newspaper, and it will pave the way for getting orders, if not actually bringing in orders from farmers for printing.

Every locality has material for newspaper articles just as good as this one, written around the experiences of farmers who are using good stationery, forms, etc., profitably. Thus a real, profitable "campaign" can be furthered. Selling printing to farmers is already a big item in some sections for publisher-printers, and can be made bigger in every section.

The space which has been devoted by some plants to self-pitying "sob" articles about the so-called hardships of the newspapers and printing business, can be much more profitably used for examples, in the foregoing way.—J. L. M.

We find no connection between increased circulation and increased job work. As a rule when advertising runs heavy job work is slack and vice versa.

Editorial

GET SET, & GO : : : POSTAL RATES PRESS HUSH-HUSHERS

By JOHN L. MEYER

THE summer has been "hard sledding" for many, whatever the reasons may have been in fact. "School days" are resuming. Business is picking up rapidly. A big winter is, very clearly, in prospect. That is, for those who work—I mean, for those who will *THINK!*

This means getting set, clearing the decks; greasing up the machinery, mental and physical. *IT MEANS GETTING OUT OF THE RUT WITH THE IDEA OF STAYING OUT!* At least, for a number of consecutive months from now on.

Rent—How many square feet of floor space have we idle? Are we paying too much per square foot compared to value received?

Wages—Are we putting higher salaried and skilled workmen on work that can be done at a lesser Wage Cost? Over-manned?

Interest on Investment and Depreciation—Have we money tied up in things which are obsolete?

Light and Power—Economical in the use of current?

Department Supplies and Expenses—Are we economical in the use of supplies?

General Office Expense—Are there inefficiencies and waste?

Advertising—Does present advertising justify expense or could it be made more effective?

Trade Magazines, etc.—Do we read our magazines?

Sales Discounts—If we make 10% profit and give a 2% discount we give away 20% of our profit.

Insurance—Could we reduce it?

Bad Debts—One hundred dollars loss is the profit on a \$1000 job at 10%.

Commissions—Do we give commissions in an amount greater than profit?

Repairs and Replacement of Machinery and Upkeep—Do we see that proper care is taken of our equipment?

Taxes—Can we check up and so reduce them?

Spoiled Work and Returns and Allowances—Are we careful?

Your Own Salary Allowance—What do our production records tell?

Hours Idle—Could they be used for work in other departments, etc?

Individual Production—Is it above or below the general average?

ALL ABOUT THE POSTAL RATE REVISION AND RE-CLASSIFICATION!

AT LEAST, I can say I know as much about this as the other fellow! But, let me refresh your mental card index as to one or two points.

You are dealing with a factor which is being overlooked in the threshold. Harry New has to deal with it. So does Tufford and Fell and Williams and Buck and Caswell and Haubrich and Feighner and Read, and all the other association executives—and their members. And, every postmaster.

You are not dealing with a private business enterprise, in the Post Office. It's not like playing regulation baseball. You are dealing and being dealt to, in a game in which the rules are being changed any old time. You are dealing with and in a game where there is one great big item of "free passes"—the *franked mail*. It is not even a "good sporting proposition."

What to do about it? Don't preach so much. Don't try to get results with figures as you would with a private business enterprise. Always remember you are up against something that stays put just as nicely as the winds and the thermometer.

GET TOGETHER! Let go of at least some of the partisan feeling between weeklies and dailies and monthlies; job printers and circulation managers.

This conflict of arguments and interests is *meat* for the wiley "legislators". You know the story of the sanatorium superintendent: Suppose, they said to him, these people all got together and went after you? Well, said, he, these people never get together; that's what ails them; why worry?

And, as the barber kept on shaving, so the frankers keep on franking at a cost of so many millions a year! Who pays? *Why pay it?*

FREE PUBLICITY; and, then, FURTHERMORE THE FREE GRAFT PRESS SILENCERS!

SOME recognized philosophies during the past century have cognized not only sins of commission, but also *SINS OF OMISSION*. The idea is slow in percolating. Humanity is still largely in the "thou shalt not" stage of thought. In the two thousand years since the Master trod the globe, humanity has apparently preferred to stay by the old idea. It is so much more—*convenient*, let us say! But, the new idea may be said to be "coming along."

This writer has stepped all over the press agents, particularly having in mind the kind that graft in some way or another on the advertisers as well as the media—the something-for-nothing-guild that works *both* ends *plus* the middle.

What about the "press silencers"? What about the stuff left out to "please" some one—I didn't say to *help*, when help is needed—*what about the stuff YOU omit*, have omitted, will omit? I ask you!

IN CLOSING—BY THE WAY:

THE Associated Press has started a "promotion department". *No money will be spent for advertising space.* (Other press services do advertise, to publishers—the A. P. is going to send out clip sheets, mats of maps showing the scope of the association; in fact, lots of stuff. Also: "The new promotion work has been started to meet the demands of many members who want their readers to know more than they do at present about the Associated Press." *How natural IT looks!*)

Figure This Out for Yourself!

Check up your average Daily, Weekly or Monthly costs for making Machine Composition corrections. Set down that figure on the dotted line here →

2).....

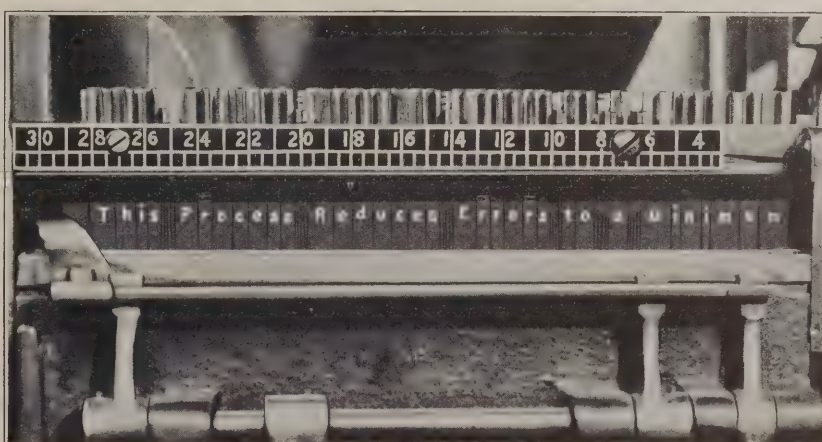
Now divide it by 2 — and with this simple calculation you have conservatively estimated the saving to be effected by the →

.....

Black and White Matrix

(A Patented Process for Treating Your Present Matrix Equipment)

This halftone was made from an actual photograph. It shows how easy it is to read the line while the mats are in the Assembler. And remember —every operator watches the Assembler. He must! HOT METAL BURNS!



USERS of the BLACK & WHITE Contrast Matrix

New York Times
Hartford (Conn.) Times
Cleveland Press
Akron (O.) Times-Press
Marion (O.) Star
Canton (O.) Daily News
Ravenna (O.) Republican
Dover (O.) Reporter
New Philadelphia (O.) Times
Youngstown (O.) Vindicator
Columbus (O.) Dispatch
Kenmore (O.) Herald
Huntington (W. Va.) Advertiser
Lima (O.) Star
Calumet Index, Chicago
Pfeifer Show Print Co., Columbus, O.
Youngstown Printing Company
Youngstown, Ohio.
Central Publishing Co., Cleveland, O.
American Bohemian Daily, Cleveland, O.
Evangelistic Publishing House, Cleveland, O.
Press & Plate Co., Cleveland.
Blue Island Prtg. Co., Chicago.
Chas. Henricks, New York City.

*and they have found it
PROFITABLE*

EVERY Operator watches the Assembler! It is not safe *not* to watch it. So why not enable him to catch errors here, before the line is cast and save the time of making the error and the subsequent time to rectify it? It costs you nothing to try it. We *prove* a saving of 25% of errors equal to at least 50% of correction costs and you pay for the Black & White processing out of this saving. Write for complete details, stating number of machines you operate.



Matrix Contrast Corp.

33 West 42nd St., New York



National

Send An Idea

PUBLISHER-PRINTER ROUND TABLE

Covering the United States and Canada

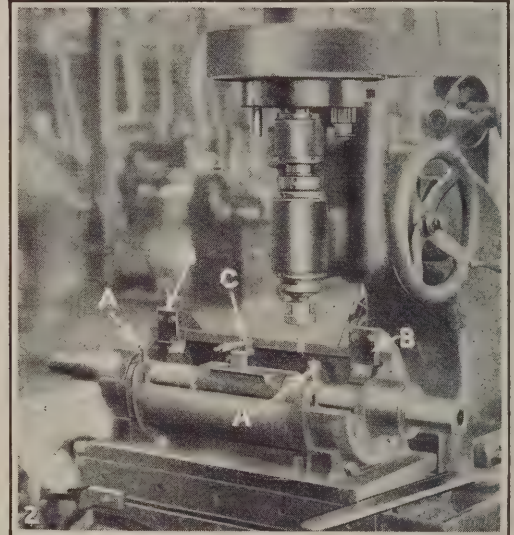
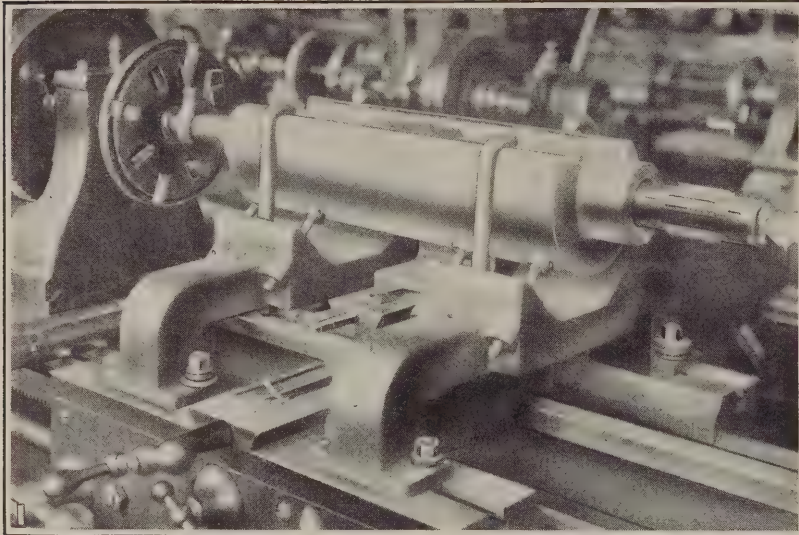


FIG. 1—BORING THE PRINTING CYLINDER : : : FIG. 2—MILLING THE CENTRAL SLOT

MEETING PRINTING-PRESS BUILDING NEEDS

Expert Pays Tribute to Care and Modern Methods Used in Machining as an Outstanding Feature of His Expansive Field

By FRED H. COLVIN
Editor, *The American Machinist*

RELEASED TO "NPJ" BY SPECIAL ARRANGEMENT—COPYRIGHTED

THE cylinders that carry the paper in printing presses have to be very accurately machined in order to secure an even impression as the type form passes beneath the cylinder. Some of the operations in the machining and assembling of such a cylinder in the plant of the Kelly Press

Division of the American Type Founders Co., Elizabeth, N. J., are illustrated herewith.

One of the first operations is to bore the cylinder for the supporting shaft, a special cradle being used on an engine-lathe carriage for this purpose, as in Fig. 1. This illus-

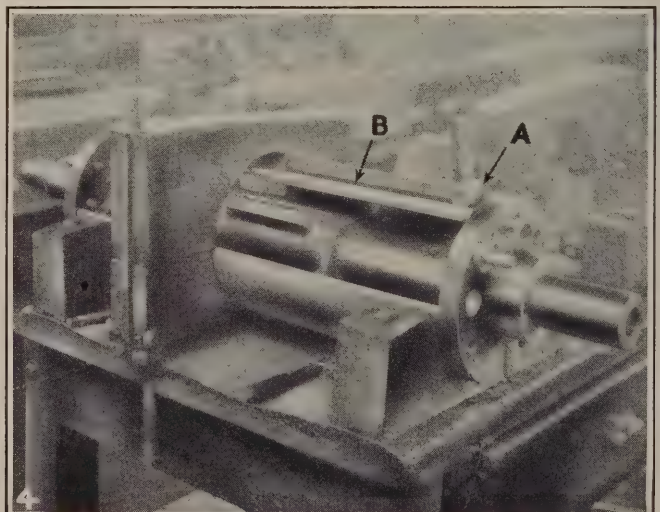
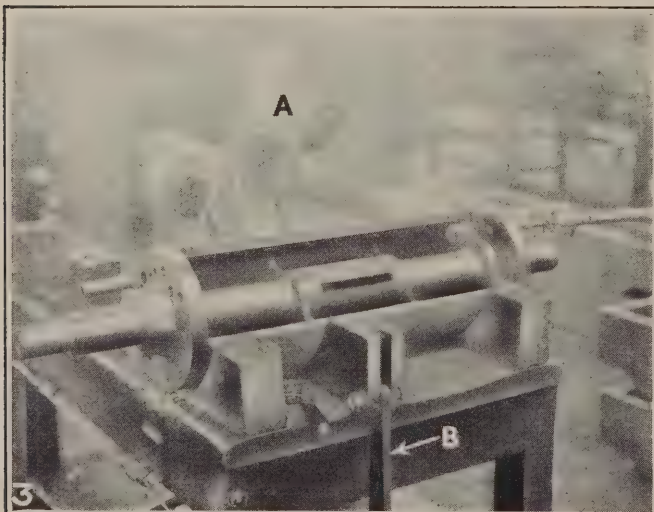


FIG. 3—FINAL REAMING OF HOLES : : : FIG. 4—TESTING ALIGNMENT OF HOLES

Chieftain Bond

WHERE SALES RESULTS COUNT! Virtually every merchant or manufacturer includes direct mail selling in his plans no matter how many other forms of advertising he uses. Definite traceable results are its forte. CHIEFTAIN BOND, furnishing an assortment of fourteen colors, in addition to white, adds the power of color to the direct appeal. Color in a sales letter has been known to pull five times as many replies as the same letter on white stock. Send for samples of the CHIEFTAIN color range.

"Note the Tear and Wear as well as the Test"

DISTRIBUTORS

ALBANY, N. Y.	Potter-Taylor Paper Corporation	NEW YORK CITY	F. W. Anderson & Company
BALTIMORE, MD.	Barton, Duer & Koch Paper Company	OKLAHOMA CITY, OKLA.	Kansas City Paper House
BOSTON, MASS.	W. H. Claflin & Company	OMAHA, NEB.	Field-Hamilton-Smith Paper Company
BRIDGEPORT, CONN.	Lasher & Gleason Inc.	PHILADELPHIA, PA.	D. L. Ward Company
BUTTE, MONT.	Minneapolis Paper Co.	PITTSBURGH, PA.	Potter-Brown Paper Company
CHICAGO, ILL.	Parker, Thomas & Tucker Paper Company	PORTLAND, ORE.	Blake, McFall Company
CINCINNATI, OHIO	Standard Paper Company	PROVIDENCE, R. I.	Paddock Paper Company
CLEVELAND, OHIO	Petrequin Paper Company	PUEBLO, COLO.	Colorado Paper Company
DALLAS, TEXAS	E. C. Palmer & Co., Ltd.	RICHMOND, VA.	Richmond Paper Company
DENVER, COLO.	Carter, Rice & Carpenter Paper Co.	ROANOKE, VA.	Caldwell-Sites Company
DES MOINES, IOWA	Carpenter Paper Company of Iowa	ROCHESTER, N. Y.	Hubbs & Hastings Paper Company
DETROIT, MICH.	Whitaker Paper Company	ST. LOUIS, MO.	Acme Paper Company
DULUTH, MINN.	Peyton Paper Co.	ST. PAUL, MINN.	E. J. Stilwell Paper Company
HOUSTON, TEXAS	E. C. Palmer & Co., Ltd.	SAN ANTONIO, TEXAS	San Antonio Paper Company
INDIANAPOLIS, IND.	Century Paper Company	SAN FRANCISCO, CALIF.	General Paper Company
KANSAS CITY, MO.	Kansas City Paper House	SPRINGFIELD, MO.	Springfield Paper Company
LANSING, MICH.	Dudley Paper Company	SPOKANE, WASH.	Spokane Paper & Stationery Company
LOUISVILLE, KY.	Southeastern Paper Company	TACOMA, WASH.	Tacoma Paper & Stationery Company
LOS ANGELES, CALIF.	Western Pacific Paper Company	TAMPA, FLA.	E. C. Palmer & Co., Ltd.
MILWAUKEE, WIS.	Allman-Christiansen Paper Company	TOLEDO, OHIO	Ohio and Michigan Paper Company
MINNEAPOLIS, MINN.	Minneapolis Paper Company	WASHINGTON, D. C.	Barton, Duer & Koch Paper Company
NEW ORLEANS, LA.	E. C. Palmer & Co. Ltd.	WILKES-BARRE, PA.	D. L. Ward Company
		WORCESTER, MASS.	Charles A. Esty Paper Company

EXPORT — NEW YORK CITY, American Paper Exports, Inc., and Parsons & Wittemore, Inc.

ENVELOPES — WAUKEGAN, ILL., National Envelope Co., Div. United States Envelope Co.

WORCESTER, MASS., Logan, Swift & Brigham Envelope Co. Div. United States Envelope Co.

NEENAH

PAPER COMPANY

Neenah, Wisconsin

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Check the  Names

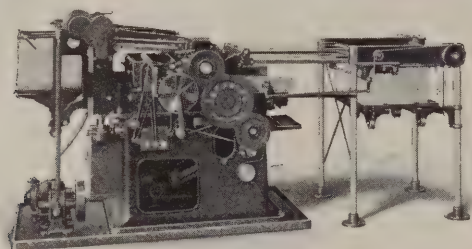
WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



"NPJ" ROUND TABLE

(CONTINUED)



PRODUCT OF KELLY PRESS DIVISION

stration shows just how the cylinder is positioned and supported by eight large-headed screws, each head being provided with holes for a pin wrench so as to secure easy adjustment for any slight variation in the casting. The cylinder is held down on the supporting screws by means of four hook bolts. As shown, the reamer has just finished the bore in the outer end of the cylinder.

AFTER a few drilling operations, the cylinder with its shaft in place goes to the Becker vertical milling machine shown in Fig. 2, where the slot is milled in the central portion. This view shows how the cylinder is held in the curved support and positioned by the screws *AA* forcing the upper edge against the stops *BB*. In the illustration the slot has just been cut with the end mill and its location is being tested by the gage *C*. This gage fits in the slot, being held firmly by a knurled screw that is barely visible, and the micrometer screw measures the distance between the edge of the slot and the face of the cylinder opening.

The cylinder then goes to the assembling department, where it is held in the wooden form shown, being clamped in position by the upper block *A* by means of the swinging strap *B*, Fig. 3. Here some of the holes are reamed to finished size, the alignment tested and a few final tapping operations performed. Then begins the assembling, as shown in Fig. 4, which also indicates how the clamps hold the cylinder in position. The holes are inspected both for diameter and location, some of the gages being shown. The block *A* in connection with the test bar *B*, shows whether the holes carrying the rod *B* are properly spaced with relation to the upper edge of the cylinder. This block has go and no-go surfaces, and tests the spacing of the bar at each end.

Some idea of the mechanism that goes in these cylinders may be had from Fig. 5. The bevel gears in the center are operated by a rack that is given an end movement at the proper time, by a rod passing through the hollow shaft on which the cylinder runs. This rod rotates the bevel gears and operates the fingers that alternately grip and release the sheet of paper being printed. More of the mechanism is shown on the second cylinder, at the back, from which it is

(Continued on Page 40)

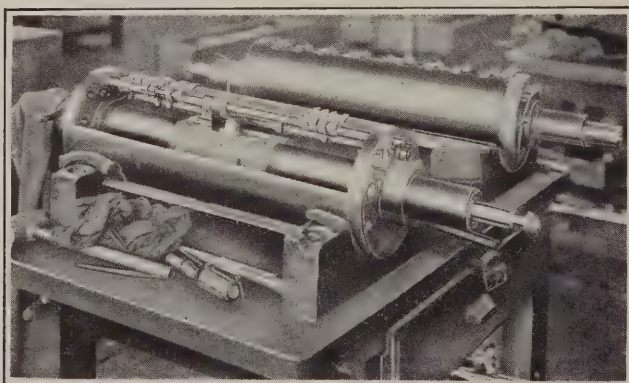


FIG. 5—ASSEMBLING PAPER GRIPPING MECHANISM



LEN W. FEIGNER

Field Director, Michigan Press Association

By JOHN L. MEYER

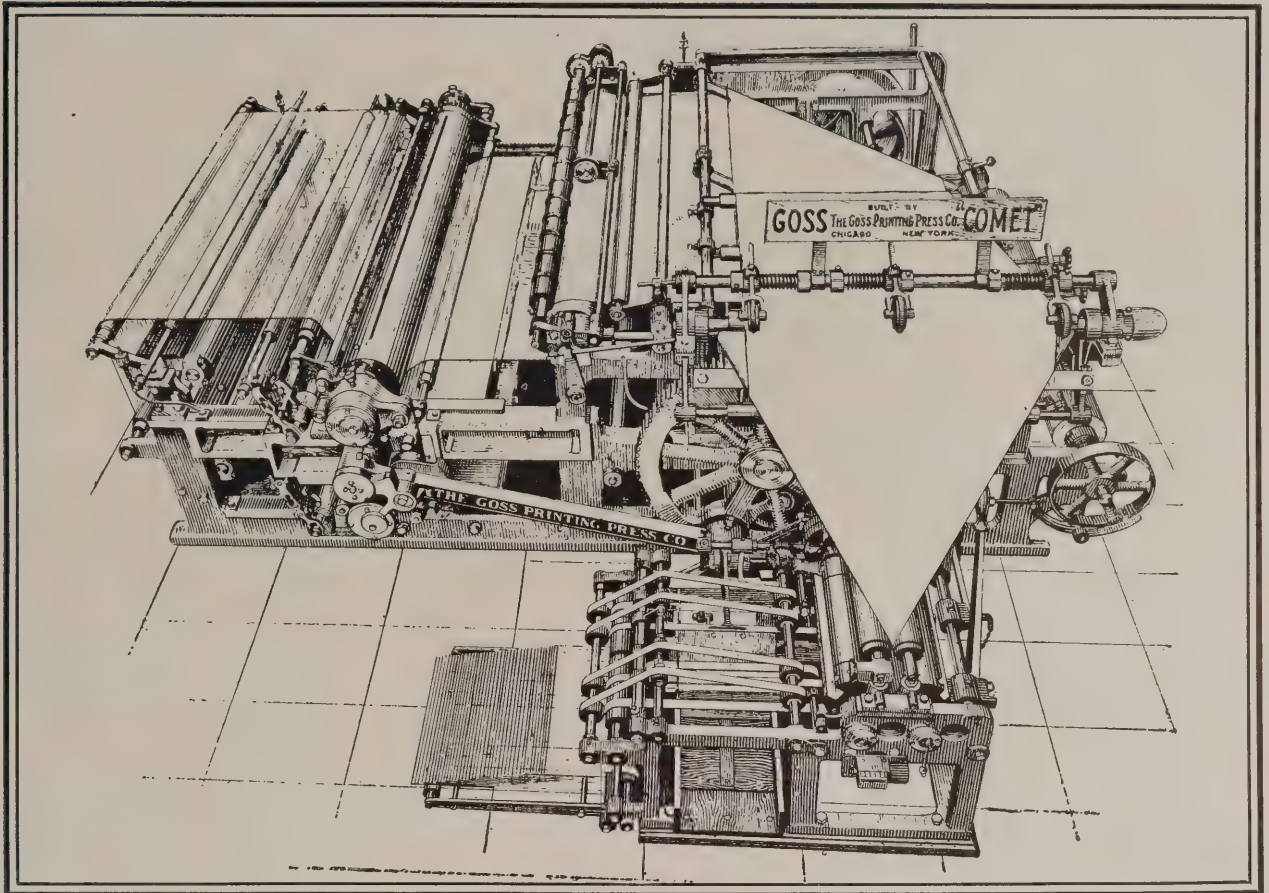
MEET "Fike" Buckeye by birth and Wolverine by fate. He came along in 1862, when 'most *everybody* was born in Ohio. Not wishing to be a President, he went to Michigan by horse and wagon. He started his printing party at the Hastings (Mich.) *Home Journal* in 1876, and has never been without at least one foot, one ear and two eyes in the game. And, he is one of the few remaining lucky ones who "tramped" the country and came out all right.

He finally wound it up in Chicago, where he was employed in R. R. Donnelly & Sons.

He returned to Nashville, Mich., in 1884, entered the office of the *Nashville News* as foreman, bought the office from his employer, Orno Strong, in the fall of 1888, and has owned it ever since, managing it personally until March 1, 1925, when he was engaged by the Michigan Press Association as Field Director. The association has headquarters at 575 Capital National Bank building at Lansing, the state capital, and Mr. Feighner is there all of the time except when he is out around the state on organization work.

Mr. Feighner was married in 1885 to Miss Estelle Wilson of Nashville, and they have one daughter, Mrs. E. L. Kane of Detroit. The Michigan field man is a 32d degree Mason, a Shriner, and is also a member of the Knights of Pythias, the B. P. O. E., and the Odd Fellows. He has served his village several terms as president and as a member of the board of trustees, was postmaster of his town for three terms, and this has been the extent of his political career.

His final ambition is to see the Michigan Press association a successful, compact organization of the weekly newspaper men of his state, and he is devoting himself whole-heartedly to this work. The organization is growing splendidly, functioning well in the formation of county and district organizations, and in legislative matters.



"The Comet Saves Me Over \$5,000 a Year"

—Frank W. Brown, President, The Idaho State Journal, Pocatello, Idaho

ADVISED by a number of newspaper men that he would require a larger press, Mr. Brown decided otherwise and bought a Goss "Comet" after close study of operating costs and train schedules out of Pocatello. And here is what he says: "I save over \$5,000 a year in stereotype expense by having a Comet. I have a metropolitan appearing newspaper, 8 column, 12 em. The stereotype saving alone is the interest on almost twice the amount

of money I have invested in the plant and I can develop my circulation over 5,000 more and still care for it.

"Of course, I expect to need a larger and faster press in time, but the Goss Comet will save me enough money while I am operating it to buy the new equipment when the time comes."

Foundation plans gladly furnished on application. Write for catalog.

THE GOSS PRINTING PRESS CO. • CHICAGO

*The Goss Printing Press Company of England, Ltd., London
Messrs. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent*

GOSS
"COMET"

LITTLE BROTHER TO THE BIG PRESSES THAT PRINT THE METROPOLITAN PAPERS

"NPJ" ROUND TABLE (CONTINUED)

easy to see why all the holes must be properly aligned in order to secure smooth and easy action of the various members. Nor must it be forgotten that quiet operation is a rather important factor, and requires proper meshing of all the gearing used on the press.

THERE are many other problems in the successful building of modern printing presses, but this shows enough to dispel any idea that the mechanism is crude or that the workmanship need not be accurate.

We frequently fail to appreciate the careful designing necessary in lines of machine building.

A SCOLDING, BUT "IT HITS THE BALL"

Henry M. Ellis, manager Milwaukee (Wis.) Typothetae: "The quotation without a profit *hits the printer who secures the order HARDER than it does the one who lost* and whose quotation carried a profit. Therefore, the "quotation to get the job" is a boomerang that is certain to rebound: (1) It causes individual financial loss; (2) It causes the buyer to feel that master printers are either fools or knaves—and with some degree of justice; (3) It weakens the price fabric of our industry, and either reduces or wholly eliminates legitimate and reasonable profits; (4) It develops a benefit to no one except the buyer, and his gain is problematical and temporary; (5) It proves the seller is not a real salesman; (6) It justifies the belief of the average business man that our executive field is, in the majority, composed of mechanics of artistic temperament and not business men."

SELLING JOB WORK

BUSINESS FOR THE HUNTING SEASON

A number of publisher-printers in northwestern states add custom for their job department by making up tags on red stock for hunters, containing a plea for clean sportsmanship and forest preservation, which hunters tie to trees during their expeditions. The other side can be used by the hunter to leave messages for companions.

THIS CAMPAIGN CAN HELP JOB PRINTERS

The Retail Credit Men's National Association, to which retail stores in practically all towns of the country belong is advising its members to use a series of collection stickers on overdue accounts. Following is the series of six reminders:

"Just a Reminder—that you've probably overlooked this account—and we'd appreciate your remittance. Thanks!

"You Forgot it, didn't you? Why not send us a remittance now—while you have it in mind? Thanks!

"Still waiting—for your remittance. Will you send it—NOW?

"We're Patient—because we know how easy it is to forget. But we do want to get this account settled—don't you?

"Your Credit—depends on how promptly you pay this and other bills. Send us your remittance now—and protect your credit.

"Past Due!—This bill should be paid at once to protect your credit."

The enclosure of coin envelopes for small accounts is also advocated.

EVER HAVE THIS TRICK WORKED ON YOU?

A writer in the *Pacific Printer & Publisher* confesses: "When the printer I had selected to work on would call to see about a job on which he had made a bid, I would take up a number of bids all fastened together with a paper fastener. His own bid would be on top. Written in large figures in pencil across the bid would be the figure at which I hoped to buy the job—my figure. I would leave the room for a few minutes. When I came back, the printer would ask to see the job again. After figuring for a few minutes, he would nearly always submit a new figure and that figure would invariably be five dollars lower than the lead pencil figure I had written on his bid."

SELLING MEMORANDUM FORMS

The Kutztown (Pa.) *Patriot*, w., job department in addition to monthly house organs, gets out circulars to users of printing. A recent one shows a cut of a hand holding a used letter-envelope. Pencil "notes" appear on the back. The heading is "Lost in a Coat Pocket". Then follows a brief, snappy statement of the values of using regular memo forms instead of the backs of envelopes to make notations, and the services offered by the job department.

NEW SIZE OF ILLUSTRATED LETTERHEADS

Making its appearance now. It is 15x13 inches in the full sheet. The first fold is made 6½ inches on the 15-inch dimension, then this folded sheet is folded once more in the exact middle. The result is a neat first page for the letter message, measuring 8⅝x6½ inches. The inside of the letter presents an attractive flap, which, when opened up, gives an effective poster of the full size of the sheet—15x13 inches.

NEW YORK JOB PRINTERS ON THE GO

The New York Employing Printers' Association is finishing up a fund of \$30,000 to be used to advertise commercial printing services of members co-operatively. Mail, newspapers and trade papers will be used. Other interests will add \$30,000 more for the work.

WESTVACO INSPIRATIONS, No. 7

This issue of the remarkable series illustrates, on various sheets of *Westvaco* and in one, two and four colors, the following points: "Using Color to Help Sell"; "Getting Attention With a Second Color"; "Dramatizing Facts and Figures," and hints on getting distribution for good printed-advertising where it will do real good.

ASSOCIATION PROGRESS

OBJECTIVES OF THE N. E. A.

President Frank O. Edgecombe, Geneva (Neb.) *Signal*, has issued a statement to the members outlining some of the objectives to be reached for during his term:

FIRST—*To magnify the editorial page.*

SECOND—*Eliminate the free publicity evil.*

Mr. Edgecombe remarks: "Preparing editorial matter should not mean filling space; every editorial should be written for a reason; quality is of vastly greater importance than quantity." He also urges a strong membership campaign.

IN CALIFORNIA, THEY ARE GOING

To follow these main ideas in the southern association district, according to Director Ben H. Read, Los Angeles: "A strong battle against free publicity. Uniform legal rates and legislation, advertise this field before the national advertisers. Full co-operation of members in reporting all doubtful propositions to the central office, adoption of a code of ethics, contests for front page make-up and better typography."

Educational : : Notes

MEMBERSHIP CAMPAIGN RULES, N. E. A.

The following set of practices has been issued from National Editorial Headquarters, governing the big 1925-6 membership campaign:

First—This campaign commences July 1, 1925, and ends May 1, 1926.

Second—Every person desiring to enter the campaign must notify the Executive Secretary in writing, or be nominated by some member of the Association. No credit will be given unless such notification is made.

Third—This campaign will be based on the point system, namely, five points will be allowed for each new individual member; three points for each renewal; 25 points for each sustaining membership of \$25; 50 points for a sustaining membership of \$50 and 100 points for a sustaining membership of \$100.

Fourth—Individual memberships to be accepted and counted in this campaign must conform to the constitution and by-laws of the National Editorial Association, namely, must be bona-fide newspaper men and women, actually engaged in newspaper work; membership being in the name of the individual and not in the name of the paper.

Fifth—Sustaining memberships, which carry with them the right to attend conventions and educational outings without paying additional convention and outing fees, will be accepted from bona fide editors and publishers; and also from those identified with affiliated industries, namely paper, ink, typesetting machinery, etc.

Sixth—This campaign will close May 1, 1926, and no membership will be counted postmarked later than April 30, 1926.

Seventh—No membership will be credited unless accompanied by the fee either in cash or check.

Eighth—Every person entering this campaign will be supplied on request a complete list of the membership of the N. E. A. so marked as to indicate whether membership is paid or not. Where memberships are delinquent contestants are at liberty to solicit such renewals from the entire membership, not being confined to their respective states.

Ninth—To the person securing the largest number of points will be awarded the Chief Pirate's Chest to be provided by the Virginia State Chamber of Commerce; to the four next highest will be awarded chests of similar design valued with their contents at \$125.00 each. These also will be furnished by the Virginia State Chamber of Commerce. Six additional prizes will be given.

(Continued on Page 42)



WESTVACO EGGSHELL

TO ACHIEVE SUPERIORITY IN HIS WORK IS THE AIM OF THE ARTIST. WESTVACO CRAFTSMEN ARE TRUE TO THE ART OF PAPER-MAKING IN THEIR DESIRE FOR SUPERIORITY, AS WITNESSED IN WESTVACO EGGSHELL, A BOOK PAPER OF UNUSUAL BULK AND FINISH.

Design by T. M. CLELAND

See reverse side for list of WESTVACO DISTRIBUTORS

The Mill Price List

Distributors of

Westvaco Mill Brand Papers

THE CHATFIELD & WOODS CO.	20 W. Glenn Street, <i>Atlanta, Ga.</i>
THE ARNOLD-ROBERTS CO.	<i>Augusta, Me.</i>
BRADLEY-REESE CO.	308 W. Pratt Street, <i>Baltimore, Md.</i>
GRAHAM PAPER CO.	1726 Avenue B, <i>Birmingham, Ala.</i>
THE ARNOLD-ROBERTS CO.	180 Congress Street, <i>Boston, Mass.</i>
THE UNION PAPER & TWINE CO.,	559-561 E. Swan Street, <i>Buffalo, N. Y.</i>
BRADNER SMITH & CO.	333 S. Desplaines Street, <i>Chicago, Ill.</i>
WEST VIRGINIA PULP & PAPER CO.	732 Sherman Street, <i>Chicago, Ill.</i>
THE CHATFIELD & WOODS CO.	3rd, Plum & Pearl Sts., <i>Cincinnati, O.</i>
THE UNION PAPER & TWINE CO.,	116-128 St. Clair Ave., N.W., <i>Cleveland, O.</i>
GRAHAM PAPER CO.	421 Lacy Street, <i>Dallas, Texas</i>
CARPENTER PAPER CO. OF IOWA,	106-112 Seventh St. Viaduct, <i>Des Moines, Ia.</i>
THE UNION PAPER & TWINE CO.	551 E. Fort Street, <i>Detroit, Mich.</i>
GRAHAM PAPER CO.	201 Anthony Street, <i>El Paso, Texas</i>
GRAHAM PAPER CO.	<i>Houston, Texas</i>
GRAHAM PAPER CO.	6th & Broadway, <i>Kansas City, Mo.</i>
THE E. A. BOUER CO.	175-185 Hanover Street, <i>Milwaukee, Wis.</i>
GRAHAM PAPER CO.,	607 Washington Avenue, South, <i>Minneapolis, Minn.</i>
GRAHAM PAPER CO.	222 Second Avenue, N., <i>Nashville, Tenn.</i>
THE ARNOLD-ROBERTS CO.	511 Chapel Street, <i>New Haven, Conn.</i>
GRAHAM PAPER CO.,	S. Peters, Gravier & Fulton Streets, <i>New Orleans, La.</i>
BEEKMAN PAPER AND CARD CO., INC.,	318 West 39th St., <i>New York, N. Y.</i>
WEST VIRGINIA PULP & PAPER CO.,	200 Fifth Avenue, <i>New York, N. Y.</i>
CARPENTER PAPER CO.	9th & Harney Streets., <i>Omaha, Neb.</i>
LINDSAY BROS., INC.	419 S. Front Street, <i>Philadelphia, Pa.</i>
THE CHATFIELD & WOODS CO.,	2nd & Liberty Avenues, <i>Pittsburgh, Pa.</i>
THE ARNOLD-ROBERTS CO.	86 Weybosset Street, <i>Providence, R. I.</i>
RICHMOND PAPER CO., INC.	201 Governor Street, <i>Richmond, Va.</i>
THE UNION PAPER & TWINE CO.	<i>Rochester, N. Y.</i>
GRAHAM PAPER CO.	1014 Spruce Street, <i>St. Louis, Mo.</i>
GRAHAM PAPER CO.	16 East 4th Street, <i>St. Paul, Minn.</i>
R. P. ANDREWS PAPER CO.	704 1st Street, S. E., <i>Washington, D. C.</i>
R. P. ANDREWS PAPER CO.	<i>York, Pa.</i>

Manufactured by
West Virginia Pulp & Paper Company

Gardiner Metals

Enjoy the Confidence of Your Workmen

*“That’s
Real
Metal”*

Wherever Gardiner Metals are used—whether it be Linotype, Monotype or Stereotype—the workmen know by experience that it is absolutely dependable. Each shipment is uniform—there is no variance in quality or performance.

Newspaper Plants Using Gardiner Metals

are always sure of producing a clean cut, attractive newspaper.

Give Us a Trial

When next in need of Linotype, Monotype or Stereotype metal be sure to specify “GARDINER.” You will be surprised with the results.

*Where Quality Metals Count
Gardiner Metals Are Used*

Gardiner Metal Co.

Established 1901

1356 West Lake Street
Chicago, Illinois





SIXTH SEMI-ANNUAL COMMENCEMENT, EMPIRE SCHOOL OF PRINTING

Adolph S. Ochs, New York Times, Principal Speaker at Ithaca, N. Y. Event

TOP, left to right—Instructor E. E. Whittaker, Instructor Elizabeth A. Lewis, Miss Eloise Brown, Leroy Frey, Ralph W. Houghton, Chauncey Evans, John Mallet, James Winder, Homer Higbee, Instructor H. J. Klindtworth, Instructor H. J. Douglass, Elleworth Howe. The graduating class numbered 18 members, 10 of whom are employed in New York and Pennsylvania and were unable to return for the commencement.

Bottom—J. B. Pinkham, executive secretary New York State Publishers' Association; Edward A. O'Hara, publisher Syracuse Herald; Edward H. Butler, editor and publisher Buffalo Evening News; Adolph S. Ochs, publisher of the New York Times; Frank E. Gannett, editor and publisher Rochester Times-Union and president New York State Publishers' Association; John W. Baker, general manager Ithaca Journal-News and chairman committee on education Empire State School of Printing; Dr. Livingston Farrand, president Cornell University; John F. Rolfe, editor Corning Leader; Dr. Justin W. Nixon, Rochester; Ross W. Kellogg, director of the school.

Association Elections

SOUTHWEST MISSOURI PRESS ASSOCIATION—President, Doc Bryden, Bloomfield Vindicator; vice-president, Simon Loebe, Charleston Times; recording secretary, John Cam. De Soto Press; corresponding secretary, George Naeter, Cape Girardeau Southeast Missourian.

MONTANA PRESS ASSOCIATION—President, H. O. Woare, Chester Reporter; first vice-president, M. J. Hutchens, Missoula, Missoulian; second vice-president, Joseph Gehrett, Laurel Outlook; third vice-president, Charles H. Draper; secretary, S. E. Peterson, Great Falls.

COLORADO PIONEER PRINTERS' ASSOCIATION—President, Otto F. Thum, Denver; vice-president, F. A. Franklin, Denver; August Koester, Denver; John Frederic, Denver; William Fornhof, Denver; G. M. Laird, Central City; Harry L. Serviss, Boulder; treasurer, Grant Turner; secretary, Joseph G. Brown; historian, Otto F. Thum.

EAST TENNESSEE PRESS ASSOCIATION—President, Sam M. Frame, Jefferson City Watchman; secretary, H. O. Eckel, Sevierville (Tenn.) Sevier County Republican.

NORTHWEST TEXAS PRESS ASSOCIATION—President, E. L. Covey, Goree (Tex.) Advocate; vice-president, Verne A. Baker, Electra News; secretary-treasurer, R. H. Nichols, Vernon Record.

WASHINGTON (State) PRESS ASSOCIATION—President, Fred L. Wolf, Newport Miner; treasurer, Sol H. Lewis, Lynden Tribune; secretary, Roy G. Rosenthal, Montesano Vidette.

INTO THE WASTE BASKET

The bulletin of the Southern California association uses that line as a heading over a department announcing the latest doings of the free publicity gentry.

NATIONAL NEWSPAPER CONTEST, BY U. I.

Rules governing the first National Newspaper Contest, to be an annual event, which is being conducted by the University of Illinois, are announced by Prof. Lawrence W. Murphy of the Courses in Journalism:

1. An award will be made for the best weekly newspaper entered in the national contest.
2. An award will be made for the best community daily newspaper published in a city or community of less than 50,000 population entered in the national contest.
3. An entry will consist of two copies, representative and consecutive, of the publication. They should be folded together and sealed in one wrapper.
4. Special editions will not be considered.
5. Entries should be mailed at once to the Journalism Office, 109 University Hall, Urbana, Illinois.
6. The wrapper should be plainly marked **National Contest—Weekly Paper** or **National Contest—Daily Paper**.
7. Twice a week or three times a week papers are not eligible for entry in either division.
8. Suburban papers, or papers in large cities which serve limited communities, which are weeklies or eligible under rule No. 2, may be entered.
9. No fees will be charged for entry of a publication.
10. Entry may be made by an editor or any other person. The name of the editor should be written at the top of page 1 of each issue.
11. Copies may be marked to indicate significant material if the contestant wishes to call attention to certain points.
12. No entries will be accepted after September 30.
13. The decision of the judges shall be final.
14. The basis of judging shall be all-around excellence on the basis of opportunity.

WOULD RAISE U. W. JOURNALISM COURSE

Pointing out that the Course in Journalism at the University of Wisconsin is the oldest and largest professional course in the study of journalism in the world, the Journalism Alumni association has voted to ask the regents of the university to give the course the status and name of a School of Journalism. The term "course" is now outgrown and should be abandoned, the resolution declares, and a School should be established having a dean, a prescribed curriculum, and a special degree.

EXCHANGE PROFESSORSHIP IN JOURNALISM

The National University of Mexico and the University of Missouri School of Journalism have arranged for exchange of professorship in Journalism, the first exchange professorship between the Mexico and the United States. The University of Mexico sends as its representative Dr. Jose Manuel Puig Casauranc, a journalist, and who holds the position of Secretary of Public Education for the Republic of Mexico. He will deliver at the School of Journalism of the University of Missouri a series of lectures on Latin American journalism and history. Missouri sends as its representative Dr. Walter Williams, Dean of the School of Journalism and President of the Press Congress of the World, who will lecture upon journalism. The lectures in each instance will be in English and will be delivered during the fall semester of the present school year.

Dates for Printer:Publishers

October

INLAND DAILY PRESS ASSOCIATION, 13-14, Sherman Hotel, Chicago.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES, 7-8, New York.

ASSOCIATED BUSINESS PAPERS, INC., 13-15, Chicago.

ASSOCIATION OF NATIONAL ADVERTISERS, 16-18, Washington.

UNITED TYPOTHETAE OF AMERICA, 19-24, Edgewater Beach Hotel, Chicago.

DIRECT MAIL ADVERTISING ASSOCIATION, 28-30, Boston.

OHIO CIRCULATING MANAGERS' ASSOCIATION, 28, Columbus, O.

TEXAS EDITORIAL ASSOCIATION, 3-5, Brownsville.

UNIVERSITY PRESS CLUB OF MICHIGAN, 29-31, Ann Arbor.

ILLINOIS PRESS ASSOCIATION, 1, University of Illinois, Urbana.

MINNESOTA ASSOCIATED PRESS EDITORIAL ASSOCIATION, 3, Duluth.

INTERNATIONAL TRADE COMPOSITION ASSOCIATION, 19, Chicago.

NATIONAL INDUSTRIAL ADVERTISERS ASSOCIATION, 19-21, Hotel Chalfonte, Atlantic City, N. J.

November

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION, 12-14, White Sulphur Springs.

December

TEXAS EDITORIAL ASSOCIATION, 3-5, Brownsville.

KANSAS DEMOCRATIC EDITORIAL ASSOCIATION, 28, Wichita.

Over 1000 KELLY PRESSES in Operation in New York City

THERE are reasons for the great popularity of the *Kelly* above all other automatic presses in the most highly competitive printing center in the world.

KELLY Production!

KELLY Conveniences!

KELLY Dependability!

KELLY Operating Cost!

KELLY Automatic Control!

KELLY Quality of Printing!

*KELLY Ability to handle
large and difficult work!*

*KELLY makes big money for
the printer!*

THESE are some of the reasons why New York printers select *Kellys*, and also why printers all over the world have placed orders for more than four thousand *Kelly Presses*. This is a subject for reflection! Are the *Kelly* users right? Ask the men who use *Kellys*.

FOR SALE AT ALL SELLING HOUSES OF THE

*American Type Founders
Company*

Also by BARNHART BROS. & SPINDLER at Washington (D. C.), Omaha, Dallas, Seattle
all houses of NATIONAL PAPER AND TYPE CO., in Latin America
SEARS COMPANY CANADA, LTD., Toronto-Montreal
ALEX. COWAN & SONS, LTD., all houses in Australia and New Zealand
CANADIAN-AMERICAN MACHINERY CO., London, England

NEW YORK CITY USERS OF THREE OR MORE KELLYS

In addition to the following list of users of three
or more *Kellys* there are 185 two and
367 single press installations

Forsman, C. H. & Company	8
Brown, Martin B. Company	7
Acme Manifold Company	6
American Bank Note Company	6
Eaton & Gettenger	6
Fisher & Thul, Inc.	6
Reeland Publishing Company	6
Turck & Reinfeld, Inc.	6
Blanchard, Isaac H. Company	5
Brooklyn Daily Eagle	5
Elliott Service Company	5
Publishers Printing Company	5
Redfield-Kendrick, Odell Co.	5
American Blank Book Company	4
American Sports Publishing Company	4
Berman & Lesenger, Inc.	4
Bryant Press, Inc.	4
Burland Printing Company	4
Chisholm Printing Company	4
Davidson Press	4
DePamphilis, Gennaro	4
Federal Printing Company	4
Gotham Press	4
Irons Snell Printing Company	4
Johnston, J. N.	4
Metropolitan Life Insurance Company	4
Newcomb, Jas. F. & Company	4
Ogden Printing Company	4
Pfeffer & Rosenzweig	4
Printrite Press	4
Read Printing Company	4
Roy Press	4
Specialty Manufacturing Company	4
Sun Ray Press, Inc.	4
Tudor Press	4
Winston Press	4
Yale Press	4
Ajax Press	3
Auto Stationery and Printing Company	3
Beacon Press	3
Berg Printing House	3
Birge Reed & Grandboise	3
Blackstone & Canfora	3
Brinkenhoff, Leo	3
Butler Printing Company	3
Chrystie Press	3
Clark Loose Leaf Manufacturing Company	3
Cohn Atlee Press	3
Colish, A.	3
Colonial Press Printing Company	3
Diamond Press	3
Fleming & Reavely	3
Girard Press	3
Globe Printing Company	3
Graham Chisholm Company	3
Grand Central Printers and Stationers, Inc.	3
Hirschberg, Geo. & Son	3
Horn, John	3
Kess & Harris	3
McClunn & Company	3
McGraw Hill Company	3
Magazine Art Press	3
Marlin Press	3
Methodist Book Concern	3
Metropolitan Press	3
Oberly & Newell	3
Pacific Printing Company, Inc.	3
Printcraft Press	3
Pusey Superior Printing Company	3
Quality Service Printing Company	3
Rankin, John C.	3
Russell, A. L.	3
Ruwe, Edgar C. & Company, Inc.	3
Skill Printing Company, Inc.	3
Sorg Printing Company	3
Triune Printing Company	3
U. S. Marine Corps Recr. Pub. Bureau	3
Van Benthuyzen, Wm. H.	3
Vreeland Press, Inc.	3
Wynkoop, Hallenbeck, Crawford Company	3
Zerega, A. Sons	3
Zinsmith Press	3
Zuckerman, B. & Bros., Inc.	3

"NPJ" ROUND TABLE

(CONTINUED)

EDITOR WILL TEACH JOURNALISM

Howard Jones, managing editor of the Evansville (Ind.) Press, d., has accepted the position of instructor in the Department of Journalism, Michigan University, Ann Arbor. He is a graduate of the Pulitzer School of Journalism and also attended Wisconsin and Missouri Universities, hailing from Milwaukee. He has trade paper experience.

FIRST JOURNALISM SCHOOL RE-OPENED.

Southern Newspaper Publishers' Association members and Mrs. L. Richardson, Greensboro, N. C., raising respectively \$82,000 and \$11,500, have made it possible to reopen the first school of journalism in America, started in 1869—the Lee Memorial School at Washington and Lee University, Lexington, Va., Gen. Robert E. Lee was president of the institution in 1869. Prof. Roscoe B. Ellard is in charge of the journalism class, having a building of its own.

ANOTHER WAY OF FIXING DUES

Henry M. Ellis, Milwaukee Typothetae, announcing the opening of the fall of 1925 monthly meetings, says: "Among the matter of business up for consideration at our first Fall meeting will be 'Shall the dues for the Fiscal Year of 1925-1926 be based on the 1921 Mechanical Payroll (as at present), or on the 1924-1925 payroll recently reported?' In answer to this question our Finance Committee unanimously VOTED 'That the assessment of dues for the Fiscal Year of 1925-1926 be made in strict compliance with Section 4, Article 1 of the By-Laws of the Corporation.' That section specifies that the dues 'shall be calculated on a percentage basis of the mechanical payroll of the preceding year.' The committee's recommendation has been approved by the board."

TROPHY CONTEST FOR WOMEN ONLY

At the Direct Mail Advertising Association convention in Boston, Mass., Oct. 27, 28, 29, will be offered for the first time in that organization a trophy in a contest open only to women. Offered by *Printed Salesmanship*, it will be awarded for the most noteworthy work by a woman, as evidenced by submission of plan, material and statement of results in an advertising-selling campaign. The rules of the contest are unique in making evidence of skill in selection and use of media employed one of the points to be considered by the judges. Direct-mail must be one of the media, but is not required to have been used to the exclusion of periodical or other advertising.

PRODUCTION ANGLES

WHAT PRINTERS MUST DO ALSO

"I think as printers we owe much to the advertising agencies. They have shown a fine brand of industry and intelligence in putting character into advertising produced by them. They are taking the same size space and making it yield greater returns. That is what printers must do; they must become more proficient in making the same area of paper yield a greater crop of attention, reader-interest and returns. We can do this by disabusing our minds of the erroneous impression that the customer isn't amenable to suggestions."—*Fred Johnson, Dallas Tex., to A. A. C. of W. Graphic Arts Department.*

TAKES A REMARKABLE VACATION

A. E. Kart, Valley Springs (S. D.) Reporter, w., stored his plant for a minimum of four weeks, packed a small outfit in his flivver and went away. He promised to extend the subscriptions for the number of issues of the vacation-suspension. He did job work on the road as he drove along.

ADDS A COLUMN TO SAME SIZE PAPER

Franklin O. Furey, Cuming (Neb.) County Democrat, w., has changed his makeup from 6 cols., 13 ems pica, to seven columns, 12 ems and runs 8 pages, all home print. He uses the same sheet as before.

NEW NEWSPAPERS, OFFICES, PLANTS

Upper Lake (Calif.) Record—Sidney Roche; E. L. Moore.
Toronto (Ont., Can.) Beaver Printing & Bookbinding Co., Ltd.
Canon City (Colo.) Daily American.
Miami (Fla.) News.
Tampa (Fla.) Evening Globe.
Zolfo Springs (Fla.) Sun.
Virginia (Ill.) Enterprise.



LARGEST IN SOUTH, PER POPULATION

THIS Picture Shows Some of the Men and Women Who Operate the Harben-Spotts Co., Richardson, Tex., 575 People, Ten Miles From Dallas. Here are Run the Richardson Echo, Texas Christian Advocate, and Texas Odd Fellow; Lodge Supplies and Commercial Printing are Handled throughout the Southwest. Sam P. Harben is second from the left; Mr. Spotts on the extreme right. The former is Secretary of the Texas Press Association, and the latter President of the Texas Daily Press League.

Burdette (Kans.) News.
Topeka (Kans.) Hot Spot.
Mountain Lake (Minn.) Observer.
Clayton (N. J.) Press.
Artesia (N. Mex.) Advocate—Weekly.
New York (N. Y.) MacArd-Printing Co.
Oakfield (N. Y.) Independent.
Sulphur (Okla.) Daily Free Press—L. E. Ellis.
Florence (Ore.) Times—Ralph Moore.
Malin (Ore.) Progress.
Quinn (S. D.) Star.
Ogden (Utah) Times.
Colville (Wash.) Stevens County Republican—Wright Publishing Co.
Marcus (Wash.) Columbia Courier—C. M. Brinton, editor.
Toledo (Wash.) Messenger—George A. Dew.
Oxford (Wis.) Review—Weekly.

SOMETHING FOR THE COLOR FANS

One of the associates of the editor furnishes the following: "Yellow, red and orange gain in brilliance under electric light; blues, greens and all other colors become weaker."

"The first three colors mentioned are 'advancing' colors, and add warmth to a picture, and may be used to add brightness to an ink; blue to create 'coolness.'"

"For pleasing harmony, where the element of 'drawing-power' is not all-important, an admixture of black ink may be used to gray all colors, with beautiful results."

"For bill-board posters, either printed or lithographed, it is advisable to use dark shades for the solids rather than pure colors. The atmosphere through which one must look at these signs has the effect of darkening all colors, especially in dust-laden cities."

"Tests show that women prefer shades to tints, that is, pure colors that have been mixed with black, rather than pure colors mixed with white. That is contrary to general opinion, and may be worth considering when a mailing-piece is being prepared to go to women."

"A Chicago mail-order house (name will be given upon request) informs us that a page featuring certain merchandise in color produced \$3,000 of orders, while the opposite page in the catalog, run in black and white, showing similar merchandise, brought in only \$750 worth of orders. That, like Thursday, is a fact, and one worth thinking about."

"Colors seem to draw people like the candle-flame draws moths. Black-and-white advertising, to continue the simile, is the candle with the flame out."

REBUILDINGS, NEW HOMES, ADDITIONS

Los Altos (Calif.) Star—In new home.
Auburndale (Fla.) Journal—To build.
Winter Garden (Fla.) Herald—Installing new plant.
Savannah (Ga.) Morning News—Building \$300,000 addition.
Maywood (Ill.) Proviso News & New Era—In new home.
Brazil (Ind.) Gazette—In new quarters.
Petersburg (Ind.) Press—In new home.
Cape Girardeau (Mo.) Southeast Missourian—In new home.
Mansfield (Mo.) Mirror—Building home.
Springfield (Ore.) News—To build.
Chelan (Wash.) Leader—In new home.
Canton (Mass.) Mirror—In new home.

ORIGIN OF THE PRINTERS' DEVIL

From one of our subscribers' newspapers (name misplaced): "In the early days of printing this art was much of a mystery, and ignorant people thought the printer worked the aid of the

Johnsonized

A complete service for the Printer, Binder and Typesetter, furnishing practically all makes of standard new machinery, composing room furniture and materials, and standard makes of stereotyping and book binding machinery and equipment. One building devoted entirely to Johnsonized machinery. A very complete stock of remanufactured machinery sold with an absolute guarantee against defective material and workmanship.

© © ©

Miehle Presses on Hand Now

One No. 1 Pony Miehle, Bed 26 x 34.

One No. 1 Pony Miehle, Bed 26 x 34, equipped with Dexter Automatic Pile Feeder, complete unit.

One No. 4 Miehle, four roller, bed 29 x 41.

One No. 2 Miehle, four roller, bed 35 x 50.

These presses complete with convertible fly and sheet delivery, and as good as new, for all practical purposes, guaranteed register.

Most of the standard sizes of Whitlock, Century, Huber and Cottrell Two Revolution Presses, and also most sizes in the standard, Drum or one Revolution Presses.

Chandler & Price Gordons and Coltz Armory Presses, Paper Cutters, Stitchers and Folders. Automatic Feeders.

© © ©

Northwestern Agents for

Mentges Folders

Morrison Perfection Wire Stitchers

Vandercook Proof Presses.

General Agents for

Chandler & Price, Challenge and Hamilton Products, also Liberty, Baum and Omaha Folders.

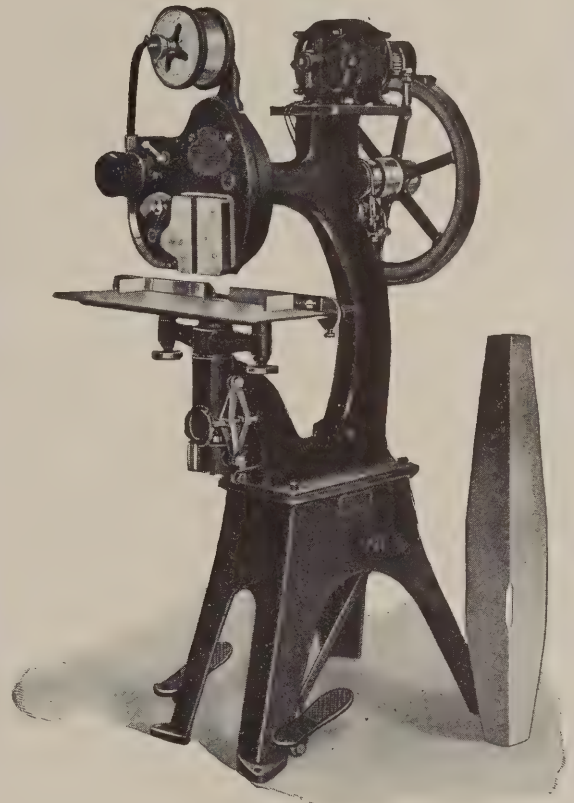
© © ©

C. I. Johnson Mfg. Co.

New or Johnsonized Machinery
Saint Paul, Minnesota

MORRISON "PERFECTION" WIRE STITCHERS

*Built in Sizes to Meet
Your Requirements*



Shown above No. 3-J is designed to provide a complete wire stitching department in one machine. Capacity, two sheets to seven-eighths of an inch. Takes wire 28 to 30 gauge round or flat. Only one adjustment.

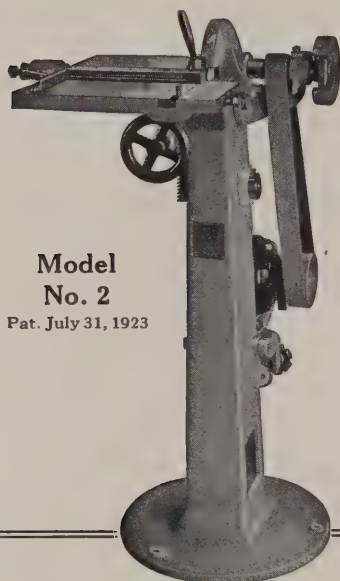
© © ©

[MORRISON]
Sales and Service

© © ©

C. I. Johnson Mfg. Co.

Sole Northwest Agents
Saint Paul, Minnesota



Model

No. 2

Pat. July 31, 1923

Shipped
Ready
for Use

Charge it off at the Rate of Ten Cents a Day

This small rate of depreciation will make it easy for you to own a Trimmer — and in ten years — or less, the item will be "charged off" your books entirely. While a Trimmer in your plant may be considered a "small tool," yet, it is one of the most important machines in your composing room.

You can *renew* your old leads, slugs, rule, and other spacing material by standardizing them; square-up cuts, saw, trim, undercut, and out-mortise more economically on the —



[SAW AND MITERING MACHINE]

because its price is lower, and quality the highest. Absolute safety to the operator. Every cutting element is thoroughly safeguarded.

All Trimmers are shipped complete ready to run, and include motor of any standard voltage. Prices quoted are f. o. b. factory, Port Washington, Wisconsin.

"Ad-Alley Model".....	\$260.00
Model No. 1.....	275.00
Model No. 2.....	340.00

Trimmers are sold by all first class type foundries and dealers in printing equipment, or write direct to the maker for further information.

Cheshire & Greenfield Mfg. Co.
538 South Dearborn Street, Chicago, Ill.

"NPJ" ROUND TABLE (CONTINUED)

powers of evil. Aldus Manutius, the famous Italian printer of the sixteenth century, went to Africa on an exploring expedition and brought back with him a very black negro boy.

"Negroes were a rarity then. The report was circulated by everybody that the printer had been employing the black art in his work, and that the pickaninny was in reality an imp of satan. He was called the 'Little Black Devil.' The charge became so serious that the printer was forced to exhibit the negro in public. In his announcement he said:

"Be it known to Venice that I, Aldus Manutius, printer to the Holy Church and to the Doge, have this day made public exposure of the printer's devil." Thus originated the term 'printers devil'."

MANUFACTURERS : SERVICES

VICE-PRESIDENT, PREMIER-POTTER

Maj. Wallace W. Kirby, former director of the U. S. Bureau of Engraving and Printing, has resigned his army commission, to accept the new duties—headquarters Aeolian Bldg., New York City.

W. W. PINKERTON TO MILLER SAW TRIMMER

The former New York manager of the Linograph has joined the metropolitan sales staff under Dan J. Casey, a vice-president of the Miller Saw Trimmer Co., Pittsburgh. Mr. Casey was recently elected president of the New York Printers' Supply Salesmen's Guild.

IN TORONTO AND MONTREAL

W. H. and F. H. Sears, formerly of the Toronto Type Founders Co., announce going into business as the Sears Company Canada, Ltd., handling machinery for printers.

BECOMES INTERNATIONAL VICE-PRESIDENT

J. L. Fearing, for two years sales manager of the International Paper Co., has been named vice-president of the corporation by the board. From 1901-23 he was western sales manager in Chicago.

HENRY FRERICHS BACK HOME

The widely-known Ludlow Typograph man has just returned to the States after three months in Europe where he visited many Ludlow users and assisted at the Printing Trades Exhibit, London.



G. ARTHUR CONKLIN

Takes Over Sales Work for
Ludlow in St. Louis, Eastern
Iowa and Illinois Outside
Cook County



HARRY G. OAKES

Now Ludlow Representative
in Texas and Oklahoma
Territory; Long Me-
chanical Training

PLAN BIG YEAR FOR THE M-24

The Lisenby Mfg. Company, originators and manufacturers of the famous M-24 High Speed Job Press, recently held a convention of their New York and Eastern Sales force at New York:

THE Lanston Monotype Machine Company and the Ludlow Typograph Company announce the settlement of litigation covering the manufacture and sale of Elrod Lead, Slug and Rule Casting Machines. Under the terms of the settlement the Ludlow Typograph Company admits the validity of the Knight patents owned by the Lanston Monotype Machine Company. All present users of Elrod Machines are licensed for past and future use of such machines. The Ludlow Typograph Company will continue to manufacture and sell Elrod Machines under the Knight and Elrod patents.

LANSTON MONOTYPE MACHINE COMPANY
Harvey D. Best, President

LUDLOW TYPOGRAPH COMPANY
Wm. A. Reade, President

September 11, 1925

BOSTON STAPLE BINDER

STYLE A, PEDESTAL



Thousands of users find these high-grade, dependable Boston Staplers convenient, durable and efficient. The quality of Boston stapling is unequalled. The work approximates in appearance the highest grade of regular wire stitching. The staple supporter, an exclusive feature, insures proper driving without buckling, and allows use of fine round wire staples which add so much to the appearance of the job.

Capacity 3-16 inch, flat and saddle table, floor space 14x24 inches, shipping weight 135 lbs.

AMERICAN TYPE FOUNDERS COMPANY

GENERAL SELLING AGENT

Sold also by Barnhart Brothers & Spindler, and in Mexico and South America by National Paper and Type Company

YOU MEN who are tired of the usual convention places



HERE is a different, better, much more interesting and enjoyable convention site—famous French Lick Springs Hotel, the home of Pluto Water, known the world over as America's premier health and recreation resort. A less expensive place, too—meals and room are included in the moderate rate you pay at French Lick Springs; and you avoid the heavy theatre, restaurant, taxicab and other entertainment bills that other convention sites require of you. Doesn't that picture the sort of place your organization would do well to choose next time?

There is renewed health for you here in the bubbling natural waters of the Pluto, Bowles and Proserpine Springs. Severe winter is unknown in this semi-southern Cumberland foothills region. Golf is played on the two 18-hole French Lick Springs Hotel courses long after weather stops all thought of golf elsewhere. And this superb, perfectly appointed and equipped metropolitan hotel affords other diversions in abundance.

Ready now, too, is the large new wing containing, among other features, a well-ventilated daylight ground floor convention auditorium flexibly arranged so that meetings of any size from 50 to 1500 persons can be held without leaving the hotel.



Everyone intends to visit French Lick Springs some day. Your next convention is your opportunity to do so. Write now for illustrated booklet with detailed convention information. Address Convention Secretary, French Lick Springs Hotel Co., French Lick, Indiana.

"Home of Pluto Water"

FRENCH LICK SPRINGS HOTEL



"NPJ" ROUND TABLE (CONTINUED)



LISENBY SALESMEN INSPECT NEW MODEL M-24
Snapshot During Recent Conference at Which Designer
Demonstrated Remarkable Features

during this convention, Charles L. Low, designer of the M-24 introduced the latest model of this unusual press, and demonstrated to the sales force the new full gripper hard pack cylinder, the bearer chase, hair line register adjustment and other advances



ASSEMBLING ROOM IN PRESS PLANT
Lisenby Manufacturing Co. Operating Two Shifts
Daily at Present in Headquarters

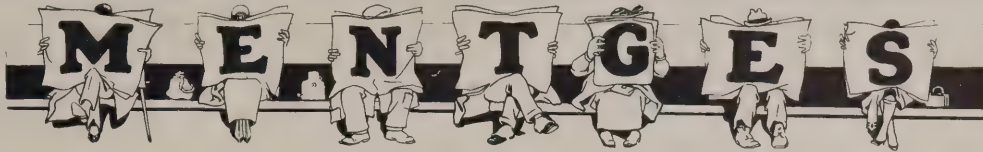
tages which, he said, place this job press in a class of its own; its simplicity, its complete equipment, its quality work and wide adaptability to many kinds of work—and above all, its practical help in materially increasing capacity and profits, have earned for M-24 with Autofede the growing attention of the printing industry. The factory is forced to work two shifts a day at present. E. R. Boylan, of Boylan & Boylan, Los Angeles, Calif., writes: "On long run work, all of which we have considerable, it (M-24) is now indispensable as it makes possible a production in excess of 4000 per hour *all day long* . . . jobs that formerly took a week or ten days on the platens are now finished in two or three days . . . the machine has given us no trouble whatever as your records will show."

DIAMOND POWER CUTTERS

The Challenge Machinery Co.'s latest folder on Diamond cutters is entitled "You can do it Better and in Less Time With" : : The first unfold shows a practical talk along that line. The next is a tasty well paragraphed presentation of features of the Diamond, and a definite guarantee. The last fold shows fine engravings of the cutters, detailed sizes, weights, capacities, etc.

MORE NEW MONOTYPE FACES READY

The Lanston Monotype Machine Company, Philadelphia, has just mailed out preliminary specimens of three more of its



Newspaper and Periodical Folder in Service Over Twenty-two Years

Here Is the Proof:

THE WEST VIRGINIA NEWS

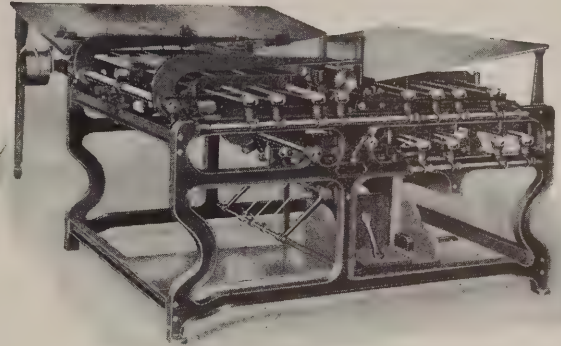
Ronceverte, West Virginia

August 16th, 1924.

Mentges Folder Co.,
Sidney, Ohio.
Gentlemen:

Noticing your advertisement in the *National Printer-Journalist*, I thought it might be of interest to you to know that we have had a Mentges Folder in our office for the past twenty-two years. It was bought the year 1902, from Barnhardt Brothers & Spindler, and had been in use in some other office for years. We have used the folder constantly all this time on an edition of over three thousand and there seems to be no wear out to it except in the matter of tapes, and I believe it will be a very useful machine in a country printing office twenty years from now, being practically unbreakable.

Very truly yours,
WM. B. BLAKE, SR.,
Editor Emeritus,
West Virginia News.



Mentges Ideal Newspaper Folder
Sent on Thirty Days Trial

Write for Our Proposition

The Mentges Folder Company
Sidney, Ohio

"Builders of Profitable Folding Machinery"

The "Rockaway" Automatic Spaceband Cleaner



Will Clean Your
Linotype and Intertype
Spacebands

Faster, Better, More Uniformly Than
It Has Ever Been Done Before

It makes for a perfect lock-up with the matrices.

It trues up the sleeve of the bands.

It prevents the crushing of matrix walls from adherent metal.

It aids in producing better printing.

Will Clean, Polish and Graphite 30 Bands per Minute

All Machines Are Sent on Ten Days Trial

No sale is ever binding upon the purchaser, now or later, unless the machine proves itself of value to the establishment.

Can Anything Be More Fair?

The saving in time and matrices alone will pay for this machine, in one year, in establishments using as few as four linotype or intertype machines.

THE ROCKAWAY COMPANY

3508 Grand Ave. - - Milwaukee, Wis.

Mail This Coupon Today

THE ROCKAWAY CO.,

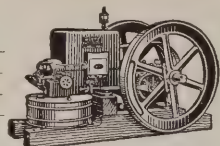
Milwaukee, Wis.

Gentlemen:

You may send us complete descriptive matter of your Rockaway Automatic Spaceband Cleaner and also list of present users. We have _____ linotype or intertype machines in use. Give No. _____

"THE WITTE STILL RUNS THE SHOP"

says J. A. Church of the "Oketo Eagle," Oketo, Kans.



Read what he thinks of the WITTE Engine's ability to run print shop machinery

"Some 7 or 8 years ago I purchased a WITTE Engine and placed it in my shop—it's still there, been running today. I bought it on long payments when I was working under most miserable condition of health and at great odds. Well, the shop has grown considerably, the machinery in it is very much more extensive, and recently I have purchased the 'Oketo Eagle' plant—the local paper and print shop, which I have run considerable during 15 years—paid for it and cleared up the quarter block that has my four-room residence, shop buildings and their equipment, from indebtedness. I put the engine I bought of you on a good cement base in shop, and every few days someone asks me if it is not a new engine."

Burns nearly all cheap fuels—gasoline, kerosene, gas, naphtha, alcohols, distillate, etc. All sizes—2 to 25 H. P.

\$5 Down Buys Any Up to 10 H-P.

Write today for details.

Fifty-five Years of Honest Building.

WITTE ENGINE WORKS

Est. 1870

3949 Witte Bldg., Kansas City, Mo.

3949 Empire Bldg., Pittsburgh, PA.

Improved Metal—Less Dross

is guaranteed with

Monarch Monometer

RE-MELTING FURNACE

THE saving in fuel and dross will pay cost of "Monometer" in one year. It is built to last a lifetime.

◆◆◆

THE "Monometer" is built in standard sizes of 500, 1,000 and 2,000 pounds and up to 5 ton capacity.

◆◆◆

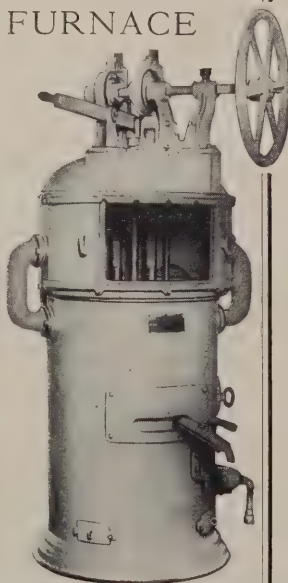
WATER cooled molds mounted on carriages are supplied to meet the requirements of your plant.

◆◆◆

Write for Descriptive Catalog "N".

The Monarch Engineering & Mfg. Co.

1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.



"NPJ" ROUND TABLE

(CONTINUED)

new, exclusive type faces: Kennerley Bold and its Italic, Goudy Modern and Italic, and the Goudy Heavy Face. All are designs by Frederic W. Goudy.

The Kennerley Bold is a mere thickening of the lines of the original Kennerley. While Kennerley Bold combines perfectly with Kennerley, it also may be used in solid masses with splendid effect, particularly in advertising printing.

Goudy Modern and Italic demonstrate an attempt by Mr. Goudy to draw a modern type face that would not have the objectionable features attributed by many to the average "modern" letter. Goudy Modern has a number of old-style characteristics.

Goudy Heavy Face will probably be the most-discussed of all the new Goudy letters. It is essentially a type face, and not a copy of a pen letter or of a brush letter. It is legible.

The fonts of Goudy Heavy matrices are the most complete fonts ever manufactured by Monotype. In each font of the display—and this face is only made in display sizes from 14 to 36 point—there are 113 characters. These fonts include two sizes of figures, many special characters and half a dozen ornamental characters, for use with the face, or as borders.



NEW HOME OF STAFFORD ENGRAVING CO.

*Indianapolis Concern, Earl E. Stafford, President,
Has Moved Into Fine Plant Shown Above, 205 x 65 ft.*

FOURTEEN YEARS—HAMMERMILL

The recent sales conference at the Hammermill Paper Company's offices and plant in Erie, Pa., recalls that it was fourteen years ago that the present constructive sales policy of the company was first inaugurated, at a similar event. The "family" has grown immensely since that time. The forthcoming advertising and sales campaign was outlined.

EIGHT NEW VERSATILE BAUM FOLDERS

Russell Ernest Baum (Philadelphia) announcements are at hand describing and illustrating its newest products, featuring the simplicity of the devices and the low cost.

"In response to demand for a simple versatile folder to handle the basic size of paper, 19x25 inches," said Mr. Baum, "we have built the same simple, accurate Baum folder in a larger size, and with additional sets of folding rollers. We offer eight new Baum Folders. The construction combines the principle of the roller or buckle fold type, which we believe unexcelled for parallels, and the knife type which has proved its merits for right angle folding. Two advantages are combined. Our factory standards are one one-thousandth of an inch in machining rollers. All parts are interchangeable. Our usual guarantee applies."

"Features set forth of the new line include: Extra heavy machine cut gears, heavy grey iron frame, fully machined, semi-oilless bearings, and all folds accessible; also, quick changes possible for different size folds; "lightning changes" for different styles of folds, and special reverse for one or two folds. The third angle delivery is stated to be an entirely new

New Monotype Italian Wide, designed by Sol. Hess, for exclusive use on the Monotype.

Monotype

Philadelphía

[Send for new edition of
the Monotype Catalog]

Set in Monotype (Hess) Italian Wide, No. 443, and Rule No. 47RL

What Do These Letters Indicate?

¶ Many *NPJ* readers when sending in their renewals, ¶
voluntarily write us letters such as the following ¶

Missouri Publisher:

"We simply would not do without the *N-P-J* so do not permit a copy to lapse. We enclose check for the year's subscription. Any one copy will net the year's subscription and more if given sufficient study and ideas are applied."

Georgia Publisher:

"Enclosed find check for renewal of our subscription. We enjoy reading the *Printer-Journalist* and have found many valuable hints and suggestions by reading your publication."

Oklahoma Publisher:

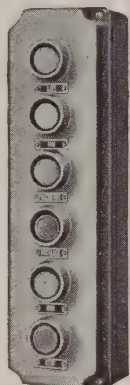
"Enclose check to cover my subscription another year. To do without the *Printer-Journalist* would be like having a cloud between us and the Sun. Your publication is worth \$24.00 a year to my shop."

Pennsylvania Publisher:

"I am enclosing herewith check to cover my subscription to the *National Printer-Journalist* for another year. I am a subscriber to a number of trade publications, but in my opinion, the *National Printer-Journalist* is the best of the lot and I would not be without it for many times its subscription price."

*Every Issue of The National Printer-Journalist
is worth the price of a year's subscription!*

*For safety, speed and
economical operation use*



The Boss of
the Press

Cline Universal Control System

Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

CLINE ELECTRIC MFG. CO.

Western Office
First Nat'l Bank Bldg.
San Francisco,
Calif.

Main Office
Conway Bldg.
111 W. Washington St.
Chicago

Eastern Office
Marbridge Bldg.
47 W. 34th St.
New York



Small Complete Newspaper and Job Plant

Owing to consolidation of two papers, we have for sale a complete small equipment for an interior daily or a weekly of considerable circulation. It includes a Campbell flat-bed web press, 26 x 36 Cottrell Monarch single-revolution press, 12 x 18 Chandler & Price job press, 30-in. lever cutter, one linotype machine, type, cabinets, imposing tables, wood type, office equipment, etc., for both newspaper and job printing. Price low, in order to effect quick sale.

*Send for itemized list
and price.*

• 3 •

BAKER SALES COMPANY

200 Fifth Avenue - - - New York City

Send for Our List of Surplus Equipment No. 52.

"NPJ" ROUND TABLE

(CONTINUED)

patented pig trough delivery, noiseless and easily controlled by one thumb screw.

The literature received emphasizes the economy of installation, operation and upkeep.

A striking part, of interest to every printer-executive as well as employee, is the chart (in colors) of a large number of the most popular folds. The chart could be put up in any shop for reference in solving imposition and folding problems.

HOLIDAY SUGGESTIONS BEGIN

Western States Envelope Co., Milwaukee, Wis., is out with "Some Fall and Winter Announcements and Invitation Suggestions and Helps." Carrara envelopes are shown in various sizes appropriate for the period, and samples of actual printed jobs enclosed.

"WHICH IS YOUR PRESSMAN?"

"It's the Press that Makes the Difference", continues the front cover of a handsome 6-page folder in colors by the Miehle Printing Press & Manufacturing Co., Chicago, on the Miehle Automatic. Here are a few sentences from the folder:

"It is said that nothing is sure in this world except death and taxes. That may be all right for the general public, but the printer is faced by other things which are quite as relentless. *Wages, rent, light and heat and overhead expenses* are always to be reckoned with. The printer's problem is always to make the total of these items bear the smallest possible proportion to his output. The largest of these items is wages. *More than a third of the total amount that the printer receives goes out for wages.* Frequently it is nearly half. It is obvious, therefore, that the employing printer's principal economy must be effected in his payroll. Not by reducing wages; that would be suicidal, but by increasing output."

INK COMPANY EXPANDING

The California Ink Co. announces eastern territory is now in charge of Floyd Wilder, C. E. Kline and J. S. Klein, headquarters at 205 West Nineteenth St., New York City. An additional floor has been taken there and manufacturing started. The main plant is at Berkeley, Calif.

MORE ADVERTISING

HOLIDAYS NOT SO FAR AWAY, EITHER

A "stunt" by Will C. Carson, Greenville (Ill.) *Advocate*, w., getting 158 New Year Messages from as many advertisers, all by phone on Dec. 31, last year:

"We have a list of all advertisers in Bond County. We covered the city of Greenville by telephone and personal solicitation, and then we covered the outlying towns from a distance of three to fifteen miles by telephone, calling up the various proprietors, explaining the New Year's edition, advising them that we could write their card for them, that every New Year's greeting advertisement would be worded differently, and what the cost would be. We got 98 per cent of our prospects.

"All the solicitor did was to take the signatures that the advertisers desired used and then turn the orders over to a member of the staff, a woman, who wrote the New Year greeting cards as fast as the solicitor got the order.

"Our first plan for this good will edition was an eight page paper for December 31. It quickly went to twelve pages, then to sixteen and finally twenty pages. There was page after page of solid New Year's greetings.

"The *Advocate* of December 31 carried more New Year's cards than any other paper in this part of the state, and it was practically all done in a few hours' time over the telephone.

"The only magic about it is, *we struck while the iron was hot.* We took advantage of a psychological condition, because our paper came out on New Year's eve and we had our siren song tuned to the right pitch. The advertisers were all well pleased."

ONE POINT OF VIEW IN POSTAGE FIGHT

Richard H. Lee, New York lawyer, formerly the prosecutor of the National Vigilance Committee, now counsel of the National Council of Business Mail Users:

"The real sufferer primarily under these (postage) increases is the small merchant, the man who having but a neighborhood trade, cannot avail himself of publications of wide circulation; the merchant

Columbia
 PRODUCTS

Columbia
 PRODUCTS

The Most Economical Press

*For Small Size Jobs of
Short or Long Runs*



The **AUTOMATIC PLANO**

SIZE:
9½ x 13 Inches

SPEED:
1500 to 3000
Sheets
or
5000 Envelopes
per Hour

Thorough Ink Distribution, High Speed, Accessible
The Ideal Press for General Business Stationery, Small Circulars and
Advertising Matter

PRINTS WITH INK AND INKED RIBBON AT THE SAME TIME

Columbia
 PRODUCTS

Also a varied line of Printing, Bookbinding and Paper Box Machinery

COLUMBIA OVERSEAS CORP.
 100 Gold Street, New York, N. Y.

Columbia
 PRODUCTS

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
 Paper Cutters
 Colt's Armory Presses
 Cutters and Creasers
 Boston Wire Stitchers
 Boston Staple Binders
 Portland Multiple Punches
 Golding Machinery
 Challenge Mach'y Co. Products
 Hamilton Manufacturing Co.
 Wood and Steel Equipment

**AMERICAN
TYPE**

The Best in Any Case

Lee Two-Revolution Press
 F. P. Rosback Co. Products
 H. B. Rouse & Co. Products
 Type, Borders and Ornaments
 Metal Leads and Slugs
 Brass Rule and Metal Furniture
 Numbering Machines
 Ink Knives and Plate Brushes
 Stapleset Benzine and
 Lye Brushes
 Galleys, Brass and Steel

American Type Founders Company

BOSTON
 NEW YORK
 PHILADELPHIA
 BALTIMORE

RICHMOND
 ATLANTA
 BUFFALO
 PITTSBURGH
 CLEVELAND

DETROIT
 CHICAGO
 CINCINNATI
 ST. LOUIS
 DES MOINES

MILWAUKEE
 MINNEAPOLIS
 KANSAS CITY
 DENVER
 LOS ANGELES

SAN FRANCISCO
 PORTLAND
 SPOKANE
 WINNIPEG



The
Compos-
ing Room
Cylinder

There are
ten other
Vandercook
models

A Press Proof from a Proof Press

The Rigid Bed Principle of construction used on all Vandercook Composing Room Presses established itself without the aid of salesmen or dealers. We now have greatly increased production facilities and have established points of distribution throughout the country.

Prices \$120.00 and up

All Vandercook machines are accurate machines and there is a model suited to every printing office, from the smallest to the largest. Vandercook Presses are used where quality and speed in taking proofs and in testing type forms and plates are most needed—the list of users establishes that fact.

WRITE FOR FULL INFORMATION

Vandercook & Sons Originators of the
Modern Proof Press
1716-22 W. Austin Ave., Chicago, Ill.

TYPADDRESSER

Saves Time and Labor
in Addressing

Anyone can operate a Typaddresser. Cuts your addressing costs. Prints 4,000 clean, visible addresses an hour from linotype slugs through an inked ribbon on the margin of the paper. Electrically driven, fully guaranteed. Quickly pays for its low cost. Try it at our risk.

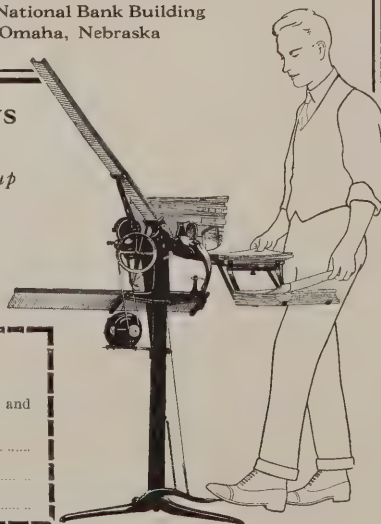
THE TYPADDRESSER CO.

City National Bank Building
Omaha, Nebraska

**Sold on 30 Days
Trial**

Learn how it speeds up
your mailing work.

**Write TODAY
for Full
Particulars**



THE TYPADDRESSER CO.,
City Nat'l Bank Bldg.,
Omaha, Neb.

Please send me particulars and
prices on the Typaddresser.

Name

Town

State

"NPJ" ROUND TABLE (CONTINUED)

whose business is located in a small town with no newspaper properly covering his territory; the merchant whose wares are sold to a particular calls who only can be reached economically by direct mail. It will not amount to much in each case, but multiply each one by one million, and you will have the answer to a business condition which is bound to follow if the present high postage rates are continued."

THREE NEW PRODUCTS JOIN ROYAL

The Royal Distributing Company, manufacturer of Royal baking powder and Royal gelatine desserts, recently purchased Horton, Cato Manufacturing Company, of Detroit, Mich. For more than fifty years this concern manufactured a line of Royal salad dressings, mayonnaise and sauces. The Royal Distributing Company is continuing to market three of these products, Royal salad dressing, Royal mayonnaise and Royal mint sauce.

COMMUNITY BUILDING

IT DOESN'T FAIL—IF USED!

An Iowa publisher recently started a campaign to create better use of his paper. He laid the groundwork by personal calls upon friends of the paper, and then invited all the business men in town to be his guests at a smoker. At this meeting he had an outside man give a talk on newspapers, and another man gave a lively talk on community affairs. Such a plan as this can hardly fail to give satisfactory results.—*Nebraska Press.*

PRIZES FOR CORRESPONDENTS

Charles Lowater, editor of the Spring Valley (Wis.) *Sun*, w., this year added to his consistent attention for his large staff of country news correspondent a picnic and also three awards to the correspondents representing their communities in the best manner during the year. At the next gathering the *correspondents* will make the selections of winners.

DOESN'T STOP TOO SHORT OF GOAL

The Three Rivers (Que.) *St. Maurice Valley Chronicle*, d., issues an industrial number each year, well patronized and an exceptional piece of editorial work from the standpoint of real current and historic data and illustrations. Many publishers on similar occasions overlook the *mailing* end of such enterprises. The *Chronicle* always prints a special wrapper and watches the mailing closely. Here is a small reproduction of this year's wrapper imprint (in red):

1925 Industrial Number
THE ST. MAURICE VALLEY CHRONICLE
Three Rivers, Que.
(The Industrial Heart of the Province
of Quebec)

EVERY MERCHANT IN TOWN TOOK SPACE

When the Eckley (Colo.) *Tribune*, w., issued an Old Settlers' Edition in August, in connection with a Homecoming, every business firm in the town, without exception, used and paid for advertising space in the issue. Most of the ads were "welcomes" in many interesting forms, to the visitors. Most of them were laid out and written first, and then sold, by the publisher, R. M. Wilson.

NEWS :: EDITORIAL

THERE'S ROOM IN MANY PLACES

For lines such as these, somewhere in the paper: From the Mellen (Wis.) *Record*—"In the Heart of the Penokees—the Berkshires of the Middle West."

MAKING UP WEEKLIES' FRONT PAGES

Says Louis J. Ball, editor Vernon (B. C.) *News*, and new president of the Canadian Weekly Newspapers' Association: "Taking the front page first, I approve, of course, of a front page free from advertising. This is greatly to be desired, and where it is now not so arranged, every effort should be made to

The World's Greatest FOLDER VALUES] → 8 New Versatile 19 x 25

BAUM FOLDERS

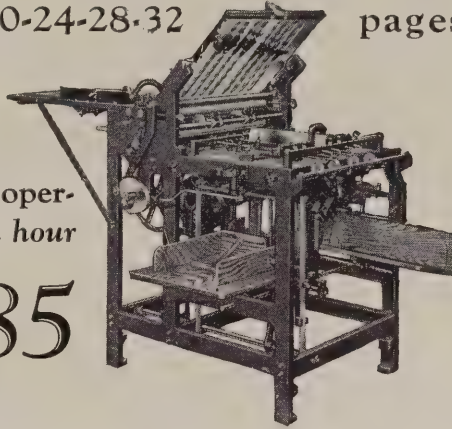
4-6-8-12-16-18-20-24-28-32 pages in one operation

Model 190

3 folds (16 pages) one operation. 13,000 folds an hour

ONLY \$685

With motor. No extras



Model 290

4 folds (32 pages) one operation. 17,000 folds an hour

ONLY \$770

Complete. Motor included

The same SIMPLICITY and QUALITY CONSTRUCTION that made
BAUM FOLDERS THE FASTEST-SELLING-FOLDERS-IN-AMERICA

Baum Pony Folder—2 Par. Folds, Max. 11" x 17"
Baum High Duty Folder—3 folds, Max. 14" x 19"
Baum Automatic Folder—3 folds, Max. 14" x 19"
Baum 19" x 25" Folders—3, 4 or 5 sets folding rollers

RUSSELL ERNEST BAUM
615-45 CHESTNUT STREET : PHILADELPHIA

BRANCHES OR AUTHORIZED DEALERS IN ALL PRINCIPAL CITIES

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Fourteen Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI, OHIO
CHICAGO, ILLINOIS
BOSTON, MASSACHUSETTS
KANSAS CITY, MO.
DALLAS, TEXAS

MINNEAPOLIS, MINNESOTA
ST. LOUIS, MO.
PHILADELPHIA, PENN.
ROCHESTER, N. Y.
DETROIT, MICHIGAN

KALAMAZOO, MICHIGAN
INDIANAPOLIS, INDIANA
BIRMINGHAM, ALABAMA
NASHVILLE, TENNESSEE



Why Not the Best?

NO SINGLE factor has exercised so great an influence on the growth of our business as the *uniformly* high quality of "Wilke's" Type Metals. Users everywhere recognize the new high standards which we have established in the manufacture of metals for composing and casting machines, and continue to favor us with their orders.

No printer or publisher can afford to use any but the highest grade of type metals. Good metal assures solid slugs with clear printing face, the best of type from casting machines, and sharp stereotype plates without sinks or shrinkage.

You too can enjoy the advantages of using "Wilke's" Type Metals. And also receive the protection of our Type Metal Insurance Plan.

Write today for details.

METALS REFINING COMPANY

HAMMOND, INDIANA

Warehouses in All Principal Cities

S-H "Group" Saw-Trimmers

Best Machines on the Market

A line that will meet every demand from the smallest to the largest office.

All equipped with motor ready for use.

Model No. 4 \$ 85.00
Model No. 3 150.00
Standard
Model. 190.00
Model No. 2 350.00

Write for Literature,
Terms and Special
Discounts

SPECIAL OFFERS

Spacebands in quantities - Special - Write for prices
Two Universal Molds good condition, each \$65.00
One Headletter Mold, 26 x 30 80.00
One Lino Motor, Gear, Wheel, extra pinion 70.00

Mention N.P.J. to obtain these prices

The Schuyler-Hildman Saw-Trimmer and Linotype Supply Co.

160 N. Wells Street

Chicago, Ill.



"NPJ" ROUND TABLE

(CONTINUED)

accomplish it. Where, however, this cannot be done, try at any rate to keep the advertising in the lower right or left corners, so that the upper part of the page may permit good heads and attractive make-up.

"In the matter of headings avoid making them too black, even though the type may be fairly large. I also urge a variation of at least four styles of heads, so as to guard against monotony. I also advocate frequent changes in arrangement of these heads, with occasional small boxes, double column breaks, black indents, etc. These all add to the interest and attractiveness of the front page."

"SPACE MOOCHERS" SOUNDS AS IF IT FITS

The *Jayhawker Press*, bulletin of the Kansas Association, uses that title for the free publicity hounds. Recent articles urge editors to send back such matter to the concerns which it is attempted to boost in this way—not to the agencies who send it out.

FISHING CONTEST STIRS 'EM UP

The Macon (Mo.) *Republican*, w., held a community fishing contest in August, a 175-pound sturgeon taking the top prize for a 74-year-old reader.

SUBJECTS FOR EDITORIALS

Andrew W. Hopkins, Department of Agricultural Journalism, Wisconsin College of Agriculture, in a bulletin to the Wisconsin press, recommends writing them about important news stories in the same issues. The story tells the facts, without opinion; the editorial "opines". One is information, the other view-point. The editor knows his community. Of course, there must be "snap" in the latter. Prof. Hopkins also cites examples.

LOOKING INTO THE MIRROR

Under the heading *Judging Publicity*, the national automotive trade paper, *Automobile Topics*, has this to say of interest to those confronted with the publicity-graft evil, often showing in its worst form in connection with automobile advertising affairs: "Unfortunately the Sunday automobile supplement has lent encouragement to the idea of measuring publicity values in terms of space, rather than news value, common sense, or buying influence."

CIRCULATION BUILDING

SPECIAL PLAN GETS ADVERTISING

Telford Work, Selam (Calif.) *Enterprise* w., distributed 500 copies free during the entire peach canning season in his town to workers in the canneries, many of whom came from away to get the work. The merchants backed up the plant with a profitable amount of extra advertising.

ADD MID-WEEK COMICS

The Caspar (Wyo.) *Herald*, d., added a four-page comic section to its Thursday morning edition. Five automobiles were given away in connection with a "Salesmanship Club" being put on by the Herald.

NEW PUBLISHER FACES SUBSCRIBERS

The following form letter, imprinted at the bottom with a check form payable to the order of the paper, was issued by Lee A. Richmond, Oxford (Neb.) *Standard*, w., soon after taking over the business:

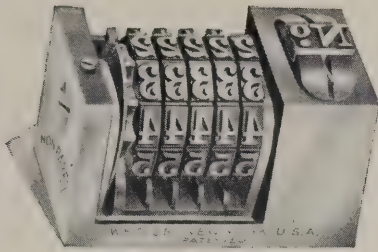
DEAR FRIEND:

After having been here over two months, this is the first opportunity I have had to check over the mailing list and I am writing to every one of our subscribers this week to make sure that we have all of the names properly credited and correct addresses in each case.

For your convenience in replying I am enclosing an addressed return envelope and would request that you return to us the envelope in which you received this letter, marking thereon any additions or corrections which should be made to your name, address or expiration date, as they appear, taken directly from our mailing lists today.

Should that date of expiration given after your name be a date earlier than July 1st, 1925, we respectfully solicit your renewal subscription, suggesting that you remit in sufficient amount to extend this date into next year. For example, if the date shown is Feb. 12, 1924, your subscription is a year in arrears and your remittance should be \$3.00 for two years paying to Feb. 12, 1926.

If your subscription is already paid in advance and your name and address appear correctly on the envelope in which this was mailed, it will be unnecessary for you to write us concerning it, but you may put our return envelope away in your desk for use some time when



Nº 12356
FACSIMILE IMPRESSION

Why

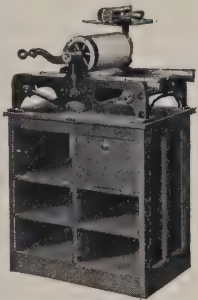
Consider any other
when you can buy
the New

NONPAREIL Model

WETTER NUMBERING
MACHINE

At a Low Price **5 Wheel \$11.00** 6 Wheel \$14.00

Wetter Numbering Machine Co., Atlantic Avenue and Logan Street Brooklyn, N. Y., U. S. A.



Proofs Cost Money

Every time a printer waits for the "man ahead" to get a proof it costs something. If he spoils a proof in the making it costs. If the proof he sends to the proof room or to the customer has defects it costs.

Ample, dependable proofing equipment is necessary to prevent those small but frequent, and thereby expensive losses.

Poco Proof Presses are dependable, low in cost and stop proofing wastes. Send today for the circular illustrating and describing the three styles of Pocos.

Bed sizes: No. 0, 12x18-in.; No. 1, 13x25-in.; No. 2, 18x25-in.

HACKER MANUFACTURING CO.
320 S. Honore St. Chicago, Illinois

*The New Shop-o-scope
is a real hit! See it
without obligation—
write us today!*

THE BASIL L. SMITH SYSTEM, INC.

*International Classified Advertising
Counsellors*

Packard Building

Philadelphia

**And Here Is
Another — — — —
\$7600.⁰⁰ Cash**

**3300 NEW
SUBSCRIBERS**

**SECURED IN OUR SELF-FINANCING
CIRCULATION BUILDING CAMPAIGN
JUST CLOSED FOR THE**

**TODD COUNTY STANDARD
Elkton, Kentucky.**

Population of Elkton 1,200
Population of Todd County 17,000

The above results were **TRIPLE** the business secured by another service employed by The Standard last year, 1924.

"TWENTY YEARS DOING ONE THING WELL"

WHY EXPERIMENT?

A WIRE WILL SAVE TIME

PACIFIC COAST CIRCULATION SERVICE
Bell Block Cincinnati, Ohio.

Self-Financing Circulation Campaigns

**Don't "Try" Another Feeder
When You Know**

The Margach
Will Make Good



**MARGACH
METAL FEEDER**

For the Linotype, Intertype, Linograph,
Monotype, Ludlow and Elrod.

Price \$75.00 Each

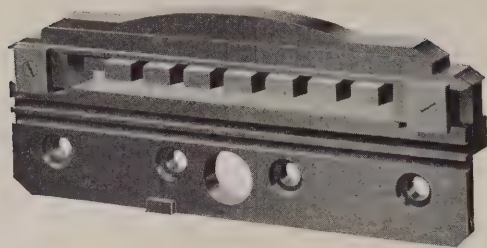
Additional molds \$2.00 each
Watercooled Molds: set of 4, \$100.00;
set of 6, \$150.00.

Advantages

Low priced as compared to value; greater production; perfect slugs; economy in consumption of gas; uniform temperature of metal; great saving of time in repigging and feeding, 10-year guarantee; never out of order; no overheating or leaking; simply constructed; no trouble to operate.

*A Trial Will Convince
You*

MARGACH MANUFACTURING COMPANY
213 Centre St., New York City



Cast Your Own Space and Base

just as you do your Linotype Slugs

with a

Stevenson Furniture Mold

Easily attached to any

Linotype or Intertype Machine

Reduce Your Composition Costs

Write for our special offer

Ashton G. Stevenson, Inc.

859 North Franklin St.

Chicago



Reach Out!

Scores upon scores of alert printers have used Western States the right way—to extend and broaden *their* service *through* ours. Twenty million envelopes ready to ship—in over six hundred numbers—many of them in the novel and unusual styles that used to mean “special” orders—all these backed by right prices, have helped these printers reach out where the reaching counts.

Start by asking for free Price List No. 27 and to be put on the list for our “Worth While Envelope News”—a periodic demonstration of money-making envelope ideas



South Water
from Clinton
to Ferry Sts.
Milwaukee
Wisconsin

“NPJ” ROUND TABLE (CONTINUED)

you want to send us an item of news, copy for a want ad or an order for printing. We are mighty glad to have you on the honor roll and would appreciate your putting in a good word for us among your friends whenever an occasion may arise, assuring you that we will exert every effort to merit your support.

MANAGEMENT : ACCOUNTING

COST OF STANDING MATTER

Says the U. T. A. Bulletin: “The easiest basis on which to calculate this charge is per square inch. Hand type weighs approximately 4.3 ounces per sq. in., which at the price of \$0.7825 per pound is \$0.2103 per sq. in. This price per pound is the average cost of sizes from six point to eighteen point, which will give a fair average for the ordinary job. Linotype weighs 3.9 ounces per sq. in., which, at \$0.105 per pound, gives a value of \$0.0256 per sq. in. Monotype weighs 2.7 ounces per sq. in., giving \$0.14 per pound and \$0.0236 per sq. in. The cost for storage is the same for all and in 1917 the Typothetae computed this as being \$0.0079 per sq. in. With a 33 per cent increase since then, the cost of storage should now be charged for at the rate of \$0.01 per sq. in. per year. This cost, added to the value of the type or metal, gives a yearly rate of \$0.2203 per sq. in. for hand type, \$0.0356 for linotype and \$0.0336 for monotype. The monthly rates should be one-twelfth of these, carried to the next even cent.

TRI-PAPER PICNIC SUCCESS

The united forces of the Brooklyn (La.) *Chronicle*, the Grinnel *Herald* and the Montezuma *Republican* held a picnic in a city park in the latter city. About 40 attended. Sports were enjoyed after dinner. Following adjournment the whole party visited the *Republican* office.

THE ELEMENTS OF COST

Every printer knows what his payroll amounts to. But every printer does not know exactly how much he spends for expenses of operation and materials that enter into the completed product. The following illustrates the additional costs going into the printed product for each dollar of wages paid:

Rent	.09
Insurance	.10 2-3
Taxes	.01½
Depreciation	.12
Interest	.07½
Light	.00 2-3
Power	.02
Spoiled Work	.01 1-3
Miscellaneous Supplies	.11
Commercial Expense	.21
General Expense	.05½
Office Supplies	.02
Bad Debts	.02
Shipping and Delivery	.01½
Selling Salaries	.12
Selling Expenses	.63
Advertising	.02½
Paper	.65
Ink	.06
Bindery Materials	.06
Miscellaneous Materials	.20

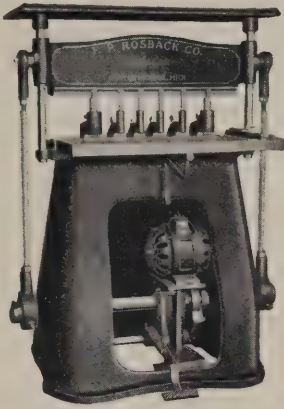
Summing it all up, its \$1.00 for wages, 97 cents for materials and 96 cents for expense, a total cost of \$2.93—without the profit.—*The Galley Proof*.

PRESERVE INCOME TAX RECORDS

Don't destroy or mislay any of your income tax duplicates or other information. It is not unusual for demands to be made for information regarding statements that were made several years ago. Unless you are able to give accurate information you may be taxed for additional payments, including stiff penalties. Another thing that may cause trouble is the fact that some have failed to make any statements at all.—*Nebraska Press Associate Bulletin*.

CHARGING SCRAP STOCK TO JOBS

In figuring the selling price of a job for which was used scrap stock, consisting of clippings the value of which was already charged to some other job, this scrap stock should be valued at the same price as it would have been necessary to pay for stock of the same kind had it been bought in the open



THE ROSBACK MULTIPLEX PUNCHING MACHINE

The Only Machine in The World That—

Round Corners Tab Cuts for Index Cards Punches Round or Open Holes
Perforates (Like Postage Stamps)

Does a Wider Range of Work than Any Other Punching Machine.
Latest Type One-Piece Self-Aligning Punch Heads.
Power Applied on Both Ends.
Heads can't Creep or Move while Punching.
No Spring or Tilt of Head.
Very Massive—Heavily Constructed Throughout.
One-Piece Bed and Stand.
Heads can be Removed from any Position without Disturbing Others in Use.

F. P. ROSBACK CO.

Benton Harbor, Michigan

THE LARGEST PERFORATOR FACTORY IN THE WORLD

SELLING AGENTS FOR

Wire Stitchers

Electric Welded Chases	Folding Machines
Vandercook Proof Presses	Punching Machines
Perforating Machines	Perfection Quoins
Ortleb Ink Agitators	Paper Cutters
O. K. Paper Cutting Knives	Proof Presses
and other Press and Composing Room Equipment	

DEALERS IN

New and Rebuilt Cylinder and Job
Presses and Book Binding Machinery

J. Ruesch Prtg. Mach. Co.

MILWAUKEE, WISCONSIN

Reprints of Articles

Appearing in this magazine may be ordered from

The Trade Press Publishing Co.

129-135 Michigan Street, Milwaukee, Wis.

Price for Reprints

1 Page—\$ 7.50 first 1000 or less

2 Page—\$11.50 first 1000 or less

Quotation for larger quantities on application

QUALITY ♦ ♦ ♦ SERVICE ♦ ♦ ♦ VALUE

Embodied in All
Standard Line, Point Set

TYPE

Manufactured by

Damon Type Founders Co.

INCORPORATED

44 Beekman Street, New York

We Carry in Stock Ready for Immediate Delivery
Chandler & Price Presses, Hamilton Wood and Steel
Equipment, and Everything the Printer Requires.

SPARTAN TYPE METALS



THE PRINTING WORLD
RECOGNIZES THE
SUPERIORITY OF
SPARTAN
AND WE RECOGNIZE
OUR RESPONSIBILITY

For

Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositype

All Special Feed Bars

MERCHANT & EVANS CO.

PHILADELPHIA

Since 1866

Eliminate Waste

in Your

Composing Room

The MONOMELT System—

Produces better type faces.

Produces more solid slugs.

Eliminates metal furnace.

50% less labor operations.

75% less metal drossage.

10% more production.

SAVES TIME, LABOR, MONEY



It Cleans as It Melts

Printers' Manufacturing Co.

1106-17 Transportation Bldg.

Chicago, Ill.

*Write us for Comments by Hundreds of
Enthusiastic Users.*

Steel Die Engraved

1926 CALENDAR CARDS

to fit 6¾ envelope in 3-ply white, grey, and buff cardboard, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

*Personal and Business
Christmas Greeting Cards
with customer's name
engraved. Samples ready
September 1st, 1925.*

AMERICAN EMBOSSING CO.

192-96 Seneca Street

BUFFALO, N. Y.

"NPJ" ROUND TABLE

(CONTINUED)

market. The saving occasioned by the use of the clippings belongs to the printer and not to the customer. Furthermore, if the clippings were not thus charged against the job, then the printer might find himself in a predicament when a repeat order comes in.

If there is a paper account kept in the books then the amount charged to a job for clippings used should not be credited to this paper account, for that would throw the account out of balance. One of the purposes of this paper account is to show the value of the paper on hand. If scrap stock, which already has been credited to this account is again credited when the scraps are used, then the account will always show a smaller balance than it should.—*Pacific Printer.*

BOOKS AND PUBLICATIONS

PSYCHOLOGY OF SELECTING MEN

By Donald A. Laird, Ph. D., Colgate University; McGraw-Hill Book Co., New York; \$3.—The author has conducted classes in the department of psychology included in this attractive and valuable volume, and he has introduced psychological methods of selection to many industrial leaders. His purpose is to set forth the fundamental points to be considered, without the use of technical language and for the non-technical reader or student. Those who look for "inspiration stuff" will be disappointed. I believe, however, that newspaper executives have passed that "stage" and are, on the other hand, deeply interested at present in better ways to solve the problems of employment, perhaps more in the editorial department than any other. Such executives will find in the book a great fund of practical and proven information, methods, and so on—all based on actual experience. It goes deeply into some points which we are prone to "side-step," but not in any manner which is discouraging to the seeker for knowledge and methods. While a publisher may not wish to use the full gamut of selection practices given in the book, a careful reading of it will provide a large number of very valuable points for use. It will "improve the hiring ability"—J. L. M.

DISPLAY COMPOSITION (THREE UNITS)

By the Department of Education, United Typothetae of America, Chicago.—The set covers the selection of type borders and ornaments, proper "interpretation of copy" with type and "dress"; then, the second part, goes particularly into publicity forms, such as blotters, tickets, announcements, window cards and posters, and two color forms. The third set contains lessons in classifying type faces, in matters pertaining to series and families of type, and so on. A valuable feature is the illustration of important points and guidances.

GLOOM CHASER JOY CARDS

By Harry Spencer Stuff, Times Mirror Press, Los Angeles, Calif., \$5 a Set.—Mr. Stuff exceeds himself, so to speak, in this set of beautiful cards—they are worth while alone for the remarkable color taste and variety. There are 26 cards in the set, with a fine mailing envelope for each one. His selling-promotion for the outfit includes recommendations for the use of the cards to "break the ice," create interesting topics for conversation, "make" a party, souvenir mailing, carrying messages back home, and so on. The "messages" are selected or written with much care and far above the average for projects of similar import.

NEWSPAPERS IN GERMANY

Interesting statistics of German newspapers have just appeared. In the whole of Germany 3152 daily newspapers are published, of which the largest share—1772—belong to Prussia, the Rhineland alone having 228; Bavaria comes next 413, Brandenburg with 252, Saxony with 232, and so on. Berlin publishes 101 daily newspapers, Breslau 19, Leipsic 13 and Cologne 11. Of the 3152 daily papers published in Germany today, 406 are either Nationalistic or Conservative, 48 voice the opinions of the German People's Party, 96 those of the Bavarian People's Party, 141 those of the Economic Party, 284 are Roman Catholic, 166 are democratic in their tendencies, 144 are published by the Social Democrats, 20 by the Communists, 188 are official organs and 1635 profess to belong to no party. Foreign papers published in Germany are five in number; religious organs thirteen. Comparisons

Throw Away Your Glue Pot!

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbings, Tipping and Mounting

SAVES 50 PER CENT IN LABOR

NUREX — The only Non-Inflammable Tabbings Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

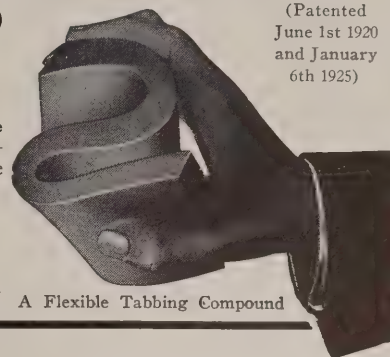
COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

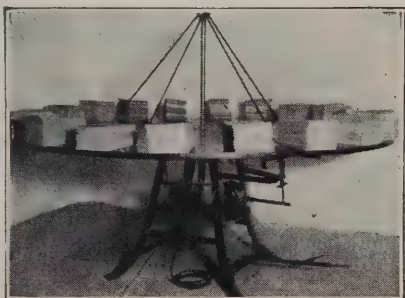
THE LEE HARDWARE CO.

Salina, Kansas, U. S. A.

A Flexible Tabbings Compound



(Patented
June 1st 1920
and January
6th 1925)



Rotary Gathering Table

Variable Speed, Two to
Six Revolutions per
Minute

Time and Labor Sav-
ing Device for Gather-
ing Book Sections,
Single Sheets, En-
velopes or Calendar
Pads.

Three Styles—Prices \$225 to \$285 F. O. B. Chicago

City Sales Room—C. N. Stevens Co.—112 W. Harrison St.

THE EFFICIENCY BINDERY TABLE COMPANY

General Office: 12130 Eggleston Avenue, Chicago

You See—It's This Way

With Phenoid around caked ink comes off forms, cuts and color fountains like chalk off a slate.

No matter how hard or old the ink, Phenoid wipes it off like dust.

Try at our risk. See offer below.

CHALMERS CHEMICAL COMPANY

Specialists in Solvents and Detergents for over 20 years

123 Chestnut Street, Newark, N.J.

Murphy Varnish Co., Ltd., 305 Manufacturers St., Montreal, Can.
Sole Manufacturers for Canada

PHENOID
TRADE MARK
INSTANTANEOUS
TYPE CLEANER

TRY—AT OUR RISK. Send for quart of Phenoid. If you like it, pay us. If not, send back bill. Pin this offer to your letterhead. Mail today.

IF YOU ARE

Buying Printing
Using Direct-Mail Advertising
Responsible for the Success of a Modern Business
Interested in Typographical Design in Selling Documents
Interested in Advertising Art Work
Planning Advertising Campaigns
Writing Copy
Organizing a Service Department
Looking for Business Building Principles

IF YOU WANT

Solutions of These Hard Selling Problems
To Study Current Advertising Work
To Keep Abreast of Current Thought in Printed Sales-
manship
More Business—Greater Profits—Greater Success
An Inspiring, Instructive, Informative Magazine

Then You Should Read PRINTED SALESMANSHIP

(Incorporated with The Printing Art)

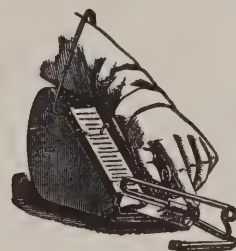
It is the one magazine that will provide all these things, because it teaches and demonstrates by practical men—AUTHORITIES, not theorists—men who make their living by successfully doing every day what they write about.

The subscription to PRINTED SALESMANSHIP (incorporated with The Printing Art) is \$4 a year. Each issue weighs one pound, contains over 100 beautifully printed pages with many illustrations in color, gathered from all over the world—the work of the masters in every line of Graphic Arts. The size is 9¼ x 12½ inches. They are too expensive to send as sample copies, but a copy of the current issue will be mailed on receipt of 40 cents in stamps.

Address

PRINTED SALESMANSHIP

Cambridge, Mass.



THE ROBERT DICK MAILER

Reduces mailing expense

Efficient

Light

Inexpensive

Addresses (expert) 8,556 an hour

Beats them all

Leads, others follow

Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer

137 W. TUPPER ST. - BUFFALO, N. Y.

"HUBER" means "GOOD INKS"

J. M. HUBER, Inc.

130 West 42nd St., New York

Branch offices and foreign agencies in the principal cities in the United States and foreign countries.

The SIMPL-O CASTER Outfit

Consisting of

SIMPL-O CASTER, a casting box complete with metal pot and gas burner or gasoline furnace.

EAS-O MAT MAKER, makes mats from standing type forms.

MARVEL-O SAW, a specially built saw for the printer, including three accurate gauges, two saw blades.

A Complete Outfit.

More than 2,000 of these machines in successful operation.

Anyone can operate this equipment.

It lasts a lifetime.

A time saver.

Write for circular on these and other labor-saving devices for the printer.

Sold on monthly payments.

Simpl-O Caster Company

Park Building

Cleveland, Ohio

Measure the Value

Of A Trade Paper
— TO YOU —
Not Only by Its
News and Features
But Also by the
QUALITY OF ITS
ADVERTISING

"NPJ"
Stands on This Test!

"NPJ" ROUND TABLE (CONTINUED)

between the years 1898 and 1925 show that the Liberal press has grown weaker, the Center and Conservative have remained on almost the same level, while the Social Democratic press has gradually increased and from 1917 to the present day has nearly doubled—*Christian Science Monitor*.

CLOISTER BOLD ISSUE OF LINOTYPE NEWS

The September number of *The Linotype News*, in the recently completed Linotype Cloister Bold series, probably is the first instance in which this handsome and dignified face has been shown as a newspaper headletter. The news body matter is in 7 Point No. 2 with Bold Face No. 2; magazine body matter, in 8 Point Old Style No. 7 with italic and small capitals (long descenders). Linotype Cloister Bold face is condensed enough to give a good letter count for newspaper heads; it is strong enough for large display advertisements, and yet, in the smaller sizes, restrained enough to be in good taste for smaller announcements; its versatility qualifies it to cover satisfactorily a wide range of commercial printing. Various Swash capitals and ligatures (joined letters) are available in all sizes.

LETTERS FROM READERS

C. E. LOVEJOY, *Bronxville (N. Y.) Press*

"If I were to tell you that you had the best trade paper for the small newspaper and job shop it would sound like extravagant praise, wouldn't it? But I am going to tell it to you anyway, for I believe it is true."

JOE CARMICHAL, *DES MOINES, IA.*

Former newspaper man, director of Iowa Committee on Public Utility Information, which has done yeomen's work in getting the newspapers to secure advertising of private stock public utilities, and vice versa: "I enjoy very much reading 'NPJ' and keeping in touch with newspaper problems. When our subscription expires we expect to make a renewal."

P. O. O'BRIEN, *Iron River (Mich.) Reporter*

Enclosed find check for \$2 to pay for one year's subscription to *NPJ*. It is my loss that I have not had the benefit of the magazine for the past several months, but I just simply neglected. I would be pleased if you would mail me the four numbers, starting my subscription back to that date. I have certainly missed *NPJ*.

N :: E :: W :: S

FRONT PAGES—The London (Eng.) *Morning News* and

Daily Chronicle have taken all news off Page 1 and given it over entirely to advertising. Only three London morning papers now carry news on the front page. The English expect to find the biggest news in the center spread, one of which also carries the editorials. It is said English papers put news on the front page only because they couldn't sell the space.

LIP PRINTS VS. THUMB PRINTS—Says Frank S. Evans,

Sedro-Woolley (Wash.) *Courier-Times*: "The girls don't like this inky thumb identification stuff, so they are taking advantage of the fact that no two lips leave the same impression. A lip print in red will show the young man whether he is kissing the same girl as before."

"BUY U. S. MADE GOODS"—Such a movement is again under way. *Printer's Ink* "spikes" it in showing that practically none of the businesses in the three industries behind the plan has used advertising to solve its own problems; such a campaign would be misunderstood abroad.

MISCELLANEOUS—"F. H. B." in *Typothetae Bulletin*: Ink, for instance, a small item, isn't it? In 1923, 253 U. T. A. printing plants sold \$33,500,000. Over 1½% was spent for ink, over \$500,000. Paper, 23%. And, "materials used": Bindery materials 2%, nearly \$600,000. "Miscellaneous Materials": 7½% of \$2,500,000.

DIPLOMACY—A western weekly publisher decided to strip his list of dead-wood. Several weeks before, he started to run an interesting serial. An unusually large percentage paid up and renewed, especially after the second issue following the elimination of "unpaid" names.

"NPJ" Classified Ads

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, \$1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

Merchandising—selling service: Get your charted territory buying—selling of St. Petersburg, Fla. and west coast covering winter months 1925-26; Homes Apt. Investments apply Clara Hanks Blackman, Bon Harbor Hotel, St. Petersburg, Fla.—Standard.

Simplified Photo-engraving Process. Line and halftone cuts easily made. Particulars 2 cts. Horton & Fisher, Princeton, Ill.

NEWS FILE SERVICE

YOU put us on your mailing list
We check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	\$5.00
Daily Six Months	\$7.00
Weekly Twelve Months	\$5.00

We are serving Publishers in all parts of the United States.

Write us for further particulars.
Monmouth Blank Book Co.,

O. J. Forman, Prop.,
Monmouth, Ill.

PRINTERS' ROLLERS

VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—MACHINERY

Weekly Newspaper and Job Plant for sale. New and modern machinery, typefaces. Doing good business. Located in Denver, Colo. Terms. Write for particulars. Address Box J-1 NATIONAL PRINTER-JOURNALIST, Milwaukee, Wis.

For Sale: Slightly used Lafayette-Anderson folder, Style 77. Gives one fold to sheet 17 x 22. Equipped with $\frac{1}{4}$ H. P. Robins and Myers motor. The Courier, Newark, New York.

STATEMENT of ownership, National Printer-Journalist (Published monthly at Milwaukee, Wis.) as of October 1, 1925. Management. Publisher, H. A. Apple, 790 Farwell Ave.; Editor, H. A. Apple, 790 Farwell Ave.; Managing Editor, John L. Meyer, 1157 Murray Ave.; Business Manager, P. C. Treviranus, 740 Maryland Ave.; Advertising Manager, F. L. Goulston, 1389 Downer Ave. Ownership Trade Press Publishing Co., Inc. List of stockholders holding 1% or more; H. A. Apple, 790 Farwell Ave., Milwaukee, Wis.; R. M. Apple, 790 Farwell Ave., Milwaukee, Wis.; F. L. Goulston, 1389 Downer Ave., Milwaukee, Wis.; P. C. Treviranus, 740 Maryland Ave., Milwaukee, Wis. Known bond holders, mortgagees, etc., None. To the best of my knowledge and belief the above is a true statement of ownership, management, etc., as required by the act of August 24, 1912. P. C. Treviranus, Business Manager. Sworn and subscribed before me this 28th day of September, 1925. B. H. Boettcher, Notary Public. My commission expires March 20, 1927.

Equip Your Press Room

with a

Cady Scale

This scale determines whether your paper is over or under weight.

All goods sent on ten days approval.
Write for life size circular now.

E. J. Cady & Co.

549 West Washington Boulevard, Chicago, Illinois



Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St.,

Milwaukee, Wis.

STEREOTYPE CHASES

Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy.

Plain chases converted for Autoplate casting or made larger or smaller.

All kinds of chase alterations and repairs.

Prices for any size single page chase:

With plain bolster	\$42.50
For Autoplate casting	50.00

American Steel Chase Co.

122 CENTRE ST. NEW YORK

MILLER SAW-TRIMMER CO.

Miller Automatic Feeders
Miller "High-Speed" Presses
Miller Craftsman Units
Miller Ideal Units
Miller Saw-Trimmers
Liberty Folders

C. & P. Gordon Presses
C. & P. Lever Cutters
C. & P. Power Cutters
Advance Lever Cutters
Diamond Power Cutters
National Power Cutters

Write for Descriptive Matter, Prices and Terms



Main Office and Factory, Pittsburgh, Pa.

Branches:

Atlanta, Boston, Chicago, Dallas, Detroit,
Los Angeles, Minneapolis, New York,
Philadelphia, San Francisco

Your Story in Pictures Leaves Nothing Untold



The Speed and Accuracy of an Arrow

Your product and selling points portrayed in pictures arrive in the reader's mind instantly and unmistakably; where words most often miss the mark.

PREMIER ENGRAVING COMPANY

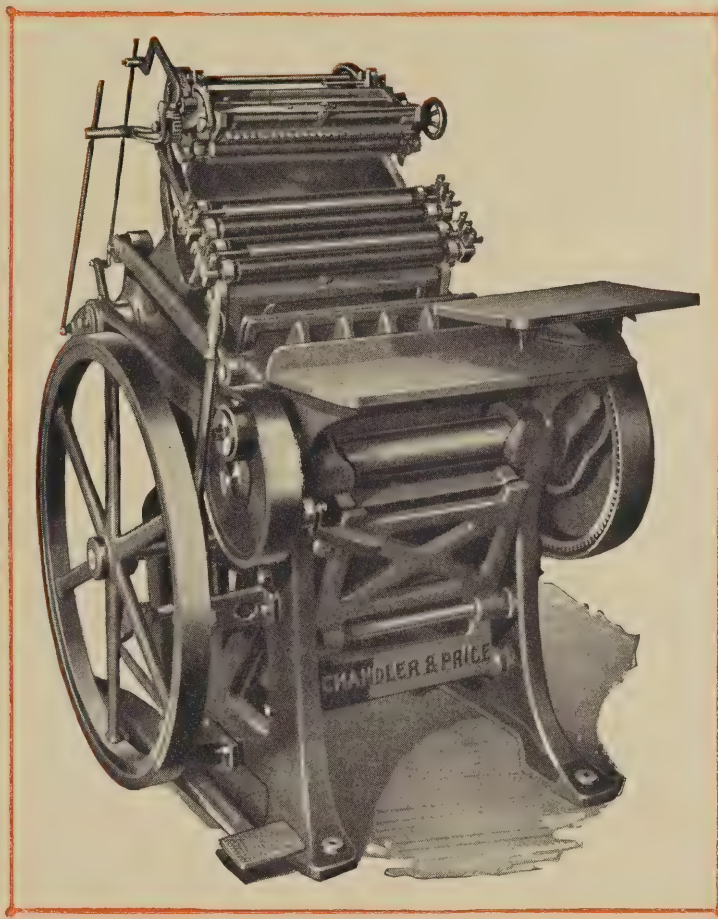
DESIGNERS
ENGRAVERS



814 WINNEBAGO ST.
MILWAUKEE, WIS.

The Chandler & Price Printing Presses

8x12 ~ 10x15 ~ FOUR SIZES ~ 12x18 ~ 14½x22



THE CRAFTSMAN ~ 12x18 ~ WITH ITS WONDERFUL DISTRIBUTION SYSTEM

WE CARRY all sizes of CHANDLER & PRICE PRESSES in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, write, telephone or wire your requirements, including motor equipment, to the nearest AMERICAN TYPE FOUNDERS COMPANY Selling House

Selling Houses Located in the Following Cities:

BOSTON
NEW YORK
PHILADELPHIA

RICHMOND
BALTIMORE
BUFFALO
PITTSBURGH

CLEVELAND
CINCINNATI
ATLANTA
CHICAGO

DETROIT
ST. LOUIS
MILWAUKEE
MINNEAPOLIS

KANSAS CITY
DENVER
SAN FRANCISCO
SPOKANE

PORTLAND, ORE.
LOS ANGELES
WINNIPEG

AMERICAN TYPE FOUNDERS COMPANY

MIXED COMPOSITION

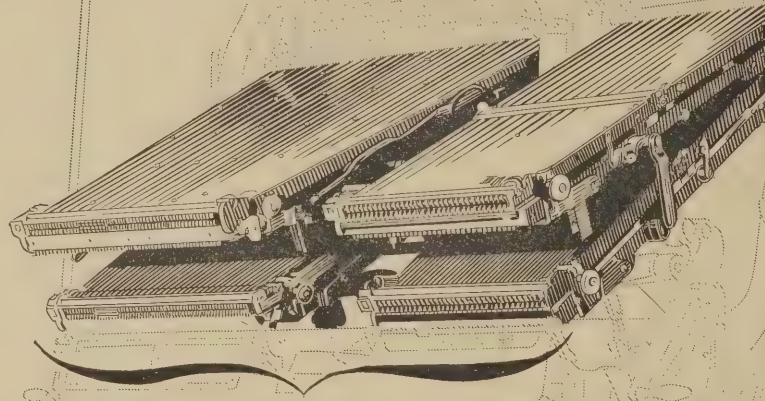
MODELS 25 and 26

MODEL 25

*Two Standard Main
Magazines*

MODEL 26

*Two Standard Main
Magazines
Two Standard Auxiliary
Magazines*

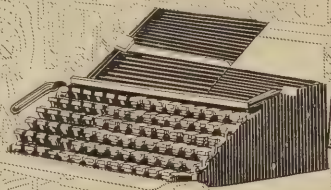


FACES FROM ALL MAGAZINES

Continuously Composed :: Continuously Distributed

Mixed in the same line if desired

All Operated by a
**SINGLE POWER-DRIVEN
KEYBOARD**



• TRADE **LINOTYPE** MARK •

*All Magazines Quickly Removed from the Front
and Interchangeable with Other Linotypes*

Mergenthaler Linotype Company

Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

NATIONAL PRINTER JOURNALIST



Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1925

Annual Subscriptions
United States and Canada \$2
Foreign Subscriptions \$3
Single Copies 25c

THANKSGIVING

By HENRY STEVENSON WASHBURN
("Songs of the Harvest")

The glad harvest greets us. Brave toiler for bread,
Good cheer! the prospect is brighter ahead;
Like magic, the plentiful sunshine and rain
Have ripened our millions of acres of grain;
And the poorest the wolf may keep from his door,—
There'll be bread and to spare another year more.

November, 1925

Number 11 :: Volume 43



Keep Your Motors Running

Prevent Burnouts and Costly Shutdowns

THE new Cutler-Hammer "X" Starters keep the motors running—prevent production delays.

Aside from their long life construction—the *thermal* overload protection allows the motor that is thrown across the line sufficient excess current to accelerate properly. A rise in current does not necessarily cause the motor to be disconnected.

But, if the overload during starting or when running maintains long enough to cause serious overheating of the motor windings—then (before damage occurs) the motor will be disconnected.

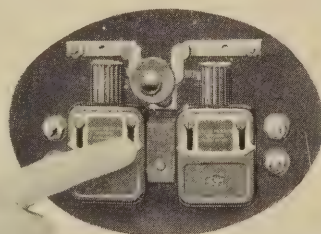
Two safeguards against delays

First—the motor is not unnecessarily and frequently cut off from the line.

Second—burned-out motor windings are prevented—thus eliminating

replacement of motor and expense of re-winding.

A few in stock will take care of the requirements for a wide range of motors from $\frac{1}{4}$ hp. up to $7\frac{1}{2}$, 10 and 15 hp. depending upon the voltage and type of motor. By simply using the Thermal Cutout of proper rating for the 9585 Starter, or the proper relay heater coil for the 9586, the one starter is suitable for use with motors of various sizes. Let us mail you our new publication No. C-25.



New C-H Thermal Overload Relay has ideal protective characteristics. Nothing to replace after tripping—simply press the reset button. Adjustable to individual motor loads, giving exceptionally wide application.

THE CUTLER-HAMMER MFG. CO.

Works: Milwaukee and New York

Branch Offices:

New York: 8 W. 40th Street
Chicago: 323 N. Michigan Ave.
Pittsburgh: Century Bldg.
Philadelphia: Com'wealth Bldg.

Cleveland: Guardian Bldg.
Boston: 52 Chauncy Street
Detroit: 506 Hofman Bldg.
St. Louis: 2111 Ry. Exch. Bldg.

Buffalo: 358 Ellicott Sq. Bldg.
Milwaukee: 530 Grand Avenue
Cincinnati: 415 Dixie Terminal Building

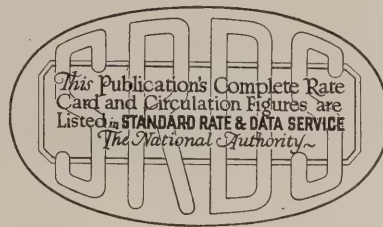
*Inquiries from the Pacific Coast may be directed to the
H. B. Squires Co., Los Angeles, San Francisco, Portland, Seattle*

Northern Electric Co., Ltd., Canada

CUTLER-HAMMER

"We have found the STANDARD RATE AND DATA SERVICE especially useful. It has enabled us to do away with six rate-card files and two circulation data files, as your information is more up-to-date and correct than we can gather in any other way."

THE WELCH GRAPE JUICE CO.



PUBLISHERS—This electro will be furnished to you, free of charge. Use the symbol in your advertisements, direct-by-mail matter, letter-heads, etc. It's a business-producing tie-up—links your promotional efforts with your listing in STANDARD RATE & DATA SERVICE.



The Service Represents an Ideal Medium for Your Advertising

STANDARD RATE & DATA SERVICE

536 Lake Shore Drive

CHICAGO

New York

San Francisco

London

Use this coupon!

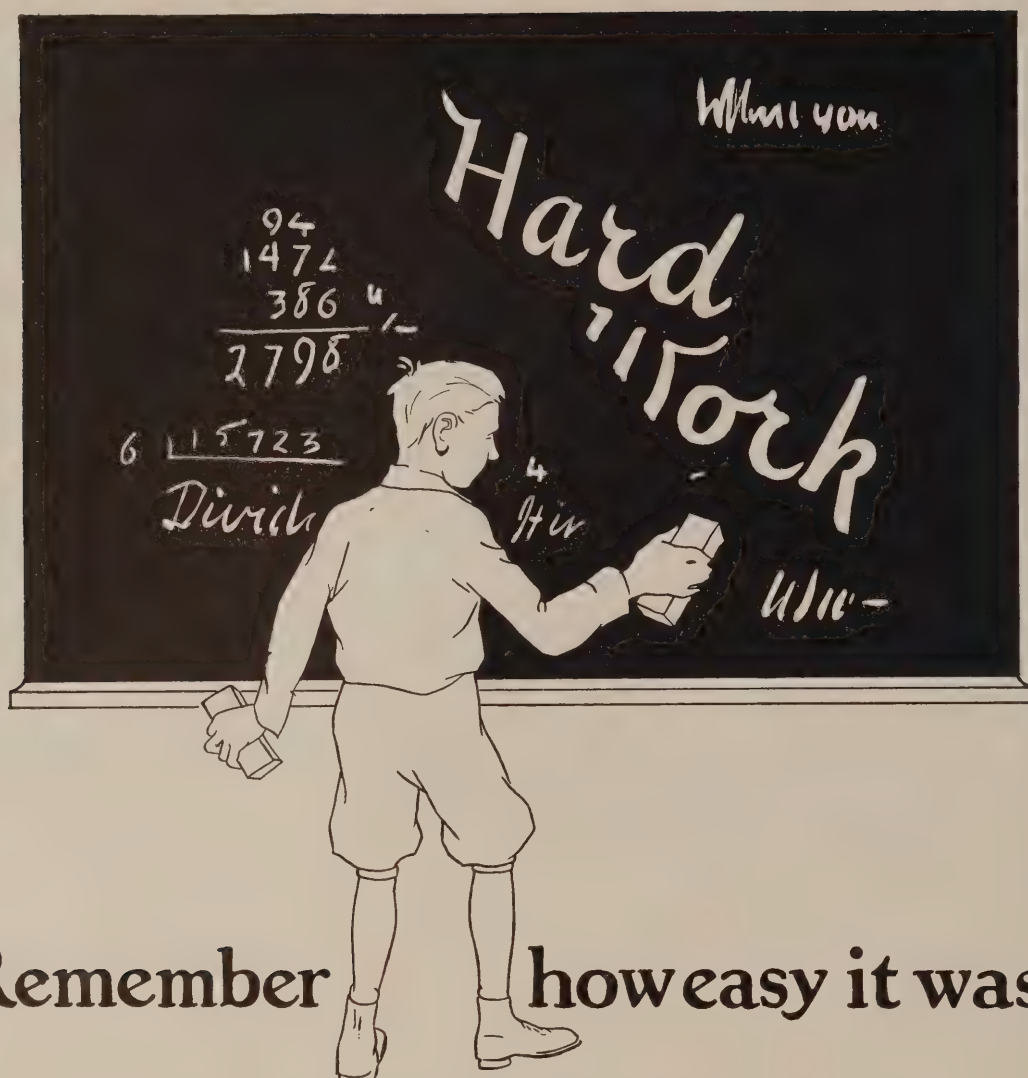
N

Special 30-Day Approval Order

Standard Rate & Data Service,
536 Lake Shore Drive,
Chicago, Illinois.

Gentlemen: You may send to us, prepaid, a copy of the current number of Standard Rate & Data Service, together with all bulletins issued since it was published for "30 days" use. Unless we return it at the end of thirty days you may bill us for \$30.00, which is the cost of one year's subscription. The issue we receive is to be considered the initial number to be followed by a revised copy on the tenth of each month. The Service is to be maintained accurately by bulletins issued every other day.

Firm Name Street Address
City State
Individual Signing Order Official Position



Remember how easy it was?

In the days of readin', 'ritin' and 'r'mitik, you remember how easy it was to wipe chalk off a blackboard. So easy it was fun. You'd slash the eraser down through a mess of figures, make circles, and all sorts of trick cleaning effects — till the prof saw you.

Well those days are past — but when it comes to washing up a dirty type form, plate, or fountain — you can save 2 to 4 wash-ups per job, and a lot of muscle — just by using Phenoid.

It wipes off dirty, hardened ink like chalk from a blackboard. Never irritates your skin or bothers in any way.

No greasy after effects. No trouble of any kind — even when changing inks on color jobs.

Just to prove it to your own satisfaction — put some Phenoid on a piece of white paper. Watch how quickly it dries. Then try and find a grease spot — *just try*. There is one thing sure — once you try Phenoid, you'll be back for more.

PHENOID

TRADE MARK

INSTANTANEOUS TYPE CLEANER

CHALMERS CHEMICAL COMPANY

Specialists in solvents and detergents for over 20 years
123 Chestnut Street Newark, N.J.

MURPHY VARNISH CO., LTD.
305 Manufacturers St. Montreal, Canada
Sole Manufacturers for Canada

TRY—at our risk

Here's a fair offer. Send for a quart can of Phenoid. Use it up. If you like it, pay us. If not — send back the bill. Just pin this offer to your letterhead and mail today.

A LETTER—

OF INTEREST TO EVERY PUBLISHER OF A
WEEKLY, SEMI-WEEKLY OR DAILY PAPER

The Camden Evening News

Published Every Day Except Sunday
In the Heart of the Great Oil Fields
of Southern Arkansas

Camden, Arkansas

July 11, 1925.

The Duplex Printing Press Company,
Battle Creek, Michigan.

Gentlemen:

Like most country printing offices we were dubious about buying a press as large as the Duplex. Many of our friends told us it was too much press for our newspaper. However, we realized we must make some strides forward or be left behind, so we purchased a Duplex Flat-Bed Web Press.

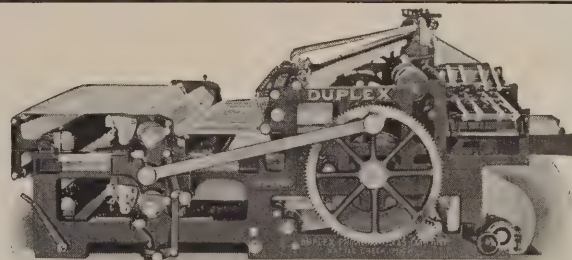
The installation of our Duplex marked a new day for our business. Not only are we able to get out our regular edition so much faster and with greater ease, but our press has made it possible to put out two 32-page special editions of the NEWS within the past year, which would have been practically impossible without the Duplex. We have also found single and double page circular work more profitable.

Then, too, the fact the Duplex is a big press for a group of country boys like ourselves, gives us an inspiration to be on our toes even in July and August. Many days we have gone out and worked the merchants for extra space in order to go six and sometimes eight pages, because we can't stand the humiliation it causes the Duplex to only print four, when with the same effort and power and but a bit more stock it could be rounding out six or eight pages.

Yours very truly,
THE CAMDEN EVENING NEWS
CURTIS B. HURLEY,
Managing Editor.

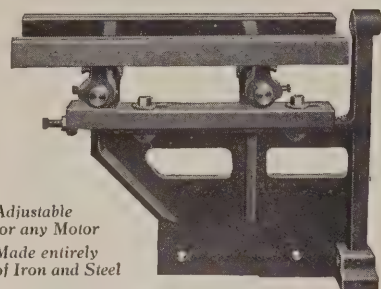
Enterprising and up-to-date publishers are selecting the Duplex Model "A" Flat Bed Web Press to print their weekly, semi-weekly and daily papers. They realize the advantages and economies of using a web press that prints directly from the type. There is the convenience of having the folder built as a part of the press. The Model "A" will print Broad sides, Dodgers, Bills and Posters too.

**THE DUPLEX PRINTING PRESS COMPANY
OF BATTLE CREEK, MICHIGAN**



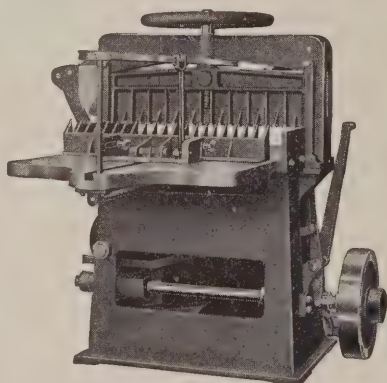
DUPLEX MODEL A

Better Cutting in Less Time

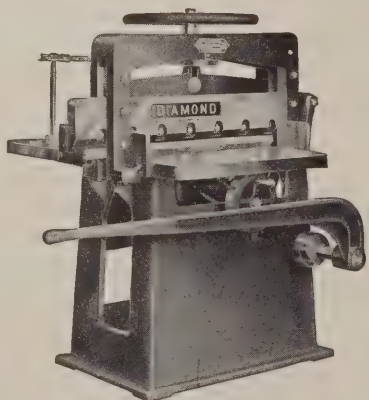


Adjustable
for any Motor
Made entirely
of Iron and Steel

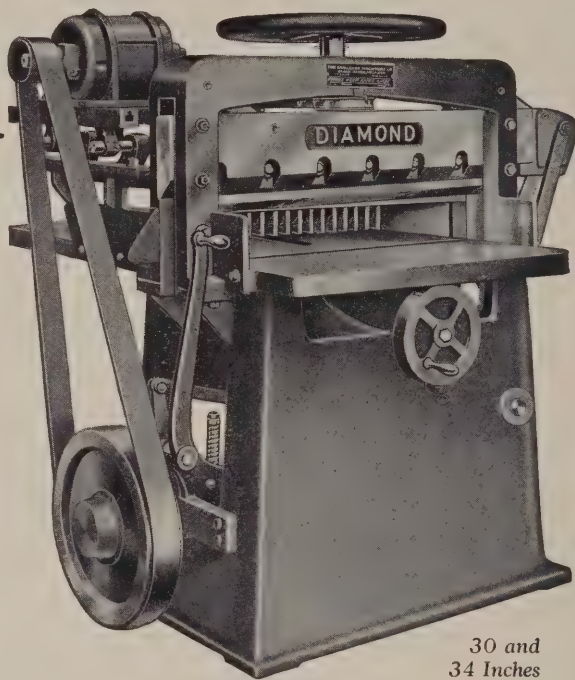
Improved Diamond Motor Bracket



Rear view, showing easy-squared back-gauge,
steel-tape scale and worm-driven drive-shaft



Also made as a "Lever" Cutter to which power
fixtures can be easily attached



30 and
34 Inches

Diamond Power Cutters

are radically different in design than any other power paper cutter. The massive one-piece base and the extra heavy arch also in one piece insures positive rigidity, permanent accuracy and long life—no Diamond Cutter has ever worn out.

Diamond Quality is "built-in" and is an actual part of their construction. Strongly built to enable the operator to do fast and accurate cutting in the least possible time with the least possible effort, and are attractive in design and handsomely finished.

Send to us or any Dealer for Literature Showing their Many Points of Superiority

The Challenge Machinery Co., Manufacturers

Chicago, 124 So. Wells St.

Grand Haven, Mich.

New York, 220 W. 19th St.

Lead and Rule Cutter Cabinet

No. 13651 (Steel)

No. 3651 (Wood)

THIS is really a Work Bench and Storage Cabinet, designed with the idea of providing a central place for the storage and handling of material in constant use in every modern office. The Top to which Lead and Rule Cutter and Mitering Machine, may be easily attached, is surrounded on three sides by a $\frac{5}{8}$ -inch steel rim and has two openings leading to steel bins attached to rear. This prevents the cuttings and other litter from falling to the floor.

Case Equipment

Ten Adjustable Lead and slug cases.

Four full-size Blank cases to hold quarter-size cases.

Seven special cases, each divided into two compartments: One compartment ($24\frac{1}{4} \times 15$ inches) for full-length material, with ends notched by picas for division strips; the other compartment ($5\frac{1}{2} \times 15$ inches) is for the accommodation of shorter lengths.

All cases in both wood and steel cabinets have Pulls; Routed Label Holders, and wood fronts. Steel fronts supplied as an extra on special order.

Lower illustration shows rear of cabinet with steel bins attached. These bins have door at bottom, which, when open, permit contents to drop to truck below. The Rule Cutter, Mitering Machine and Truck are shown only to illustrate the conveniences of the cabinet and are not a part of the equipment.

Height, $38\frac{1}{4}$ inches; floor space required, $35 \times 25\frac{3}{4}$ inches.

Steel Cabinet has reinforced steel top painted black.

Wood cabinet has $1\frac{1}{4}$ -inch wood top with $\frac{5}{8}$ -inch wood rim around three sides.



Front View—Showing Machines Fastened to Top.



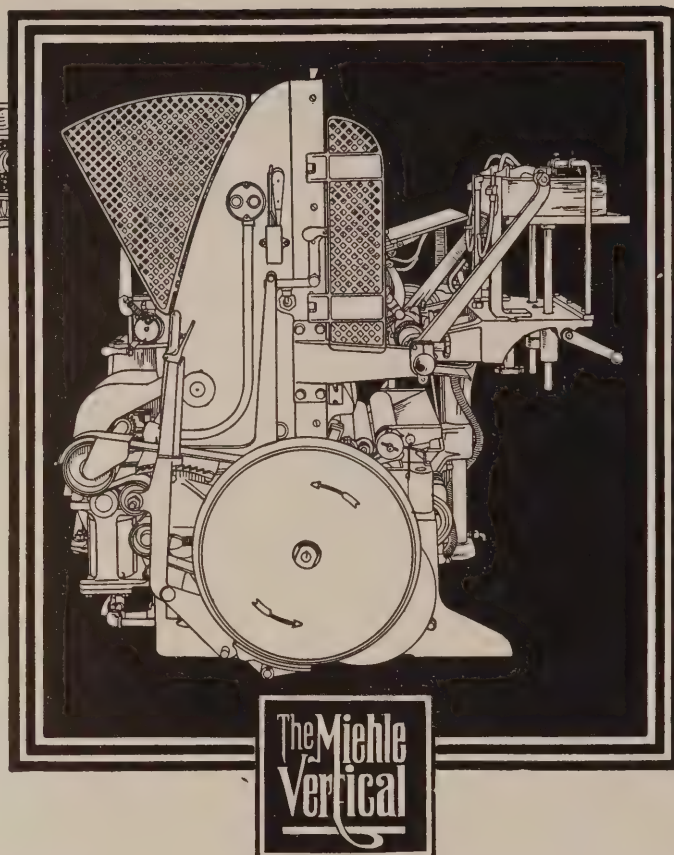
Rear View—Showing Metal Chutes—Closed and Open
—and Metal Truck in Position

THE HAMILTON MANUFACTURING COMPANY

Eastern House: RAHWAY, N. J.

TWO RIVERS, WISCONSIN

HAMILTON GOODS ARE FOR SALE BY PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE



"JOHNNY ON THE SPOT"

THAT'S the Miehle Vertical all over. Compared with any other press it takes but a fraction of the time to change from one job to another. And when the change has been made, it runs so quickly that it seems but an instant before it is ready for the next job.

It is this quality of constant availability which is responsible for the great hold it has taken on printers everywhere, large and small.

It is economical for both long and short runs. Its quality range is great. Its cost is low.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth & Robey Streets, Chicago

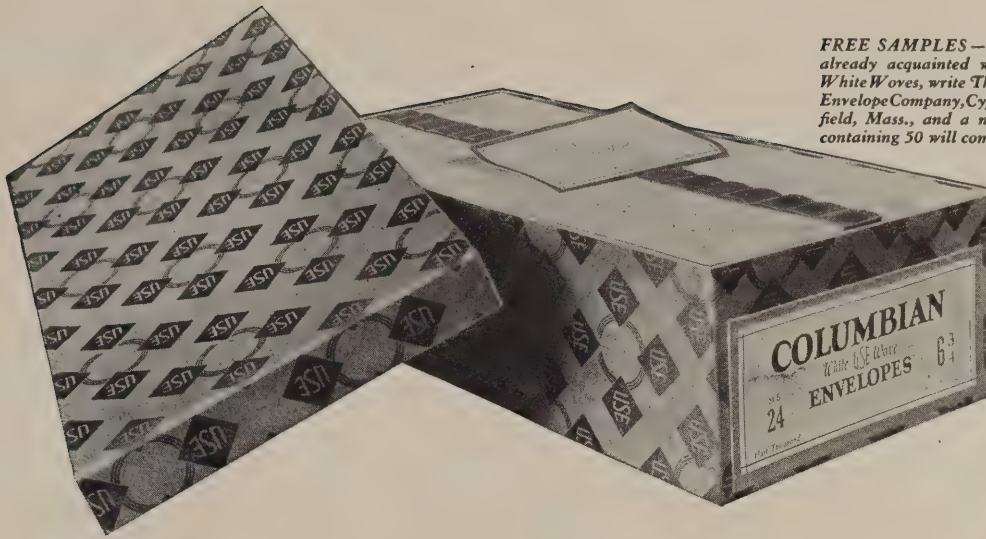
Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Bldg.
NEW YORK, N. Y., 2000 Woodworth Bldg.
PHILADELPHIA, PA., 1015 Chestnut Street

BOSTON, MASS., 176 Federal Street
DALLAS, TEX., 312 Central Bank Bldg.
SAN FRANCISCO, CAL., 693 Mission Street

ATLANTA, GA., Dodson Printers Supply Company

Distributors for Canada: Toronto Type Foundry Co., Ltd., Toronto, Canada



FREE SAMPLES—If you are not already acquainted with Columbian White Woves, write The United States Envelope Company, Cypress St., Springfield, Mass., and a neat sample box containing 50 will come to your desk.

To have and to hold— your customers

NO matter what your customer pays for envelopes, he expects them to make good.

To sell him an envelope that may not “deliver the goods” is to risk losing his confidence.

When you sell Columbian White Wove Envelopes, you *know* he will be satisfied. He will like their clear, white color and amply strong paper with its good writing surface. His stenographer will find them “great” for typing. If he wants them printed, you’ll have no trouble in striking a clear impression, even with halftones.

He will like the Columbian White Wove Box, with its dust- and soil-proof design. The box will keep its contents

as slick and smart as when they were banded at the factory.

He will be interested in the guarantee slip that goes into every box of Columbian White Woves. When he re-orders a month or three months hence, he’ll get exactly the same standardized quality he gets now.

Columbian White Woves are the best prescription we know to cure the “shopping around” habit. Sell a man envelopes that make good, that are reasonably priced and that he can easily re-order **BY NAME**—and he doesn’t need to shop around.

You can get Columbian White Woves quickly in all commercial sizes from 5 to 14 and Monarch, from your regular paper merchant.

USE

The maker's initials
USE
are watermarked right
in the stock

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

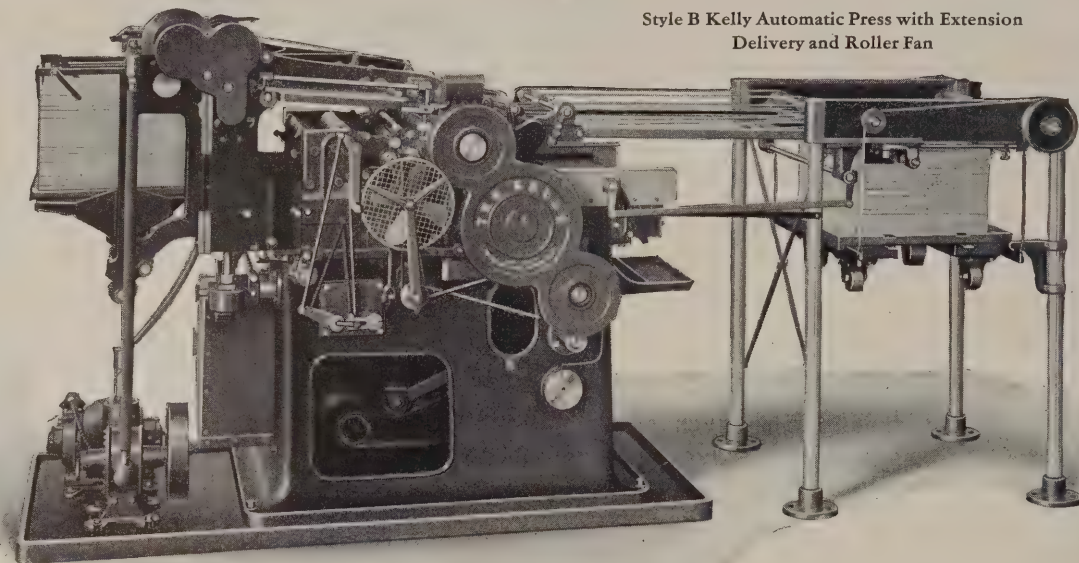
Springfield, Mass.

Location	Division
Worcester, Mass.	Logan, Swift & Brigham Envelope Co.
Rockville, Conn.	White, Corbin & Co.
Hartford, Conn.	Plimpton Manufacturing Co.
Springfield, Mass.	Morgan Envelope Co.
Waukegan, Ill.	National Envelope Co.

Location	Division
Springfield, Mass.	P. P. Kellogg & Co.
Worcester, Mass.	Whitcomb Envelope Co.
Worcester, Mass.	W. H. Hill Envelope Co.
Indianapolis, Ind.	Central States Env. Co.
San Francisco, Cal.	Pacific Coast Env. Co.
Philadelphia, Pa.	The Monarch Envelope Co.

"KELLY PRESS Owners are the Happiest Printers"

Style B Kelly Automatic Press with Extension Delivery and Roller Fan



BROOME PRINTING OFFICE
NEW ORLEANS, LA.

"SINCE the press (the Style B Kelly Special) was installed our business is more than doubled and we are now running a double shift on the Kelly. The work is better, straighter and cleaner and we are using three less press feeders than before. Kelly Press Owners are the Happiest Printers."

BOLTON PRINTING CO., Inc.
LOS ANGELES, CAL.

"THE New Style B Kelly Special is operating satisfactorily and has been running almost constantly day and night since its installation. This being our second Kelly we are naturally sold on the press even though cost is more than that of a competitive press claimed to be 'just as good.'"

TESTIMONIAL letters prove satisfaction. We have hundreds of them in our files from prominent printers in all parts of the world, some of whom have used Kelly Automatic Presses for eleven years. Write to our nearest Selling House for copies of "An Important Message for You" and "Enthusiastic Words of Praise for the Kelly." These booklets will help you to visualize the Kelly as others see it. Those who have "seen" are prospering. Write today.

FOR SALE AT ALL SELLING HOUSES OF THE

American Type Founders Company

Also by Barnhart Brothers & Spindler at Washington (D. C.), Omaha, Dallas, Seattle;
all houses of National Paper and Type Co., in Latin America; Sears Company Canada, Ltd., Toronto-Montreal;
Alex. Cowan & Sons, Ltd., all houses in Australia and New Zealand;
Canadian-American Machinery Co., London, England

A Successful Mirro Aluminum Hanger and its History



THIS beautiful four color process piece was folded into the form of a broadside. The center spread was designed as a dealer hanger; the reverse side carried a special sales message. Real printing quality was necessary to print an illustration of such unusual size and loveliness — and Foldwell was chosen. Foldwell was successful in keeping this huge broadside-hanger fit for dealer use after folding and mailing. The effectiveness of the piece proved particularly resultful for the advertiser. The history of this broadside-hanger follows:

Purpose: To introduce the gift day carton idea and stimulate the sale of Mirro Aluminum for gifts. *Secondary purpose* — for use as hanger in dealer's stores.

Distributed: By mail to dealers.

Quantity: 30,000.

Size: 21" wide x 31" high.

Folds: Two parallel, one right angle.

Printing: by Bert L. White Co., Chicago

Art Work: by Bert L. White Co., Chicago

Paper: 32 x 44 — 148 lb. Foldwell Coated Book, White.

Note: Our new book "Layouts" is an elementary treatise on this subject containing a wealth of helpful illustrations. Copies will be distributed to those who request them on their own business stationery as long as our limited edition holds out.

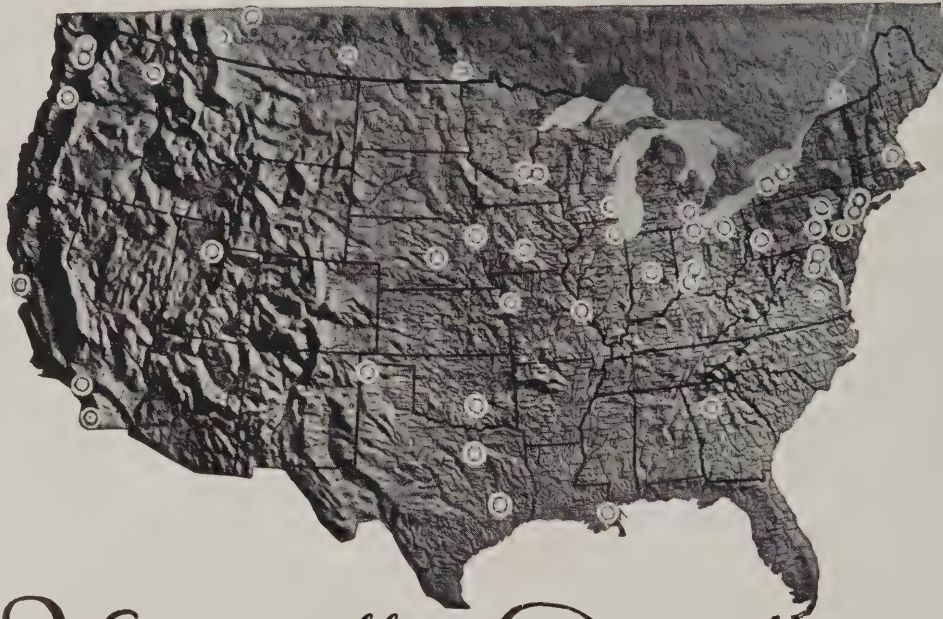


Foldwell
TRADE MARK
REGISTERED

CHICAGO PAPER COMPANY • Manufacturers
801 South Wells Street, Chicago

NATIONALLY DISTRIBUTED

Manufacturers of the Foldwell line of folding coated papers—coated book, cover, writing, dull-coat writing and split-color



Nationally Distributed

By the Country's Leading Paper Merchants

BALTIMORE, MD.
The H. F. Bond Paper Co.
Hanover and Lombard Streets

BOSTON, MASS.
John Carter & Company, Inc.
597 Atlantic Avenue

BUFFALO, N. Y.
The Alling & Cory Company

CALGARY, ALTA., CAN.
John Martin Paper Co., Ltd.

CHICAGO, ILL.
Chicago Paper Company
801 S. Wells Street

CINCINNATI, OHIO
The Cincinnati Cordage & Paper Co.
128 E. Sixth Street

CLEVELAND, OHIO
The Petrequin Paper Co.
1559 Superior Street

CONCORD, N. H.
John Carter & Company, Inc.
57 Franklin Street

DALLAS, TEXAS
Olmsted-Kirk Company

DAYTON, OHIO
The Cincinnati Cordage & Paper Co.
535-537 E. Third Street

DES MOINES, IOWA
Carpenter Paper Company of Iowa
106 Seventh Street Viaduct

DETROIT, MICH.
Chope-Stevens Paper Co.
1915-1935 Fort Street, West

EDMONTON, ALTA., CAN.
John Martin Paper Co., Ltd.

HARTFORD, CONN.
John Carter & Company, Inc.
855 Main Street

INDIANAPOLIS, IND.
Century Paper Co.
301 Kentucky Avenue

KANSAS CITY, MO.
Kansas City Paper House
Seventh and May Streets

LINCOLN, NEB.
Lincoln Paper Company
Cor. 14th and P Streets

LOS ANGELES, CALIF.
Blake, Moffitt & Towne
242 S. Los Angeles Street

LOUISVILLE, KY.
Louisville Paper Co.
Thirteenth and Maple

MILWAUKEE, WIS.
Altman-Christiansen Paper Co.
131 Michigan Street

MINNEAPOLIS, MINN.
The John Leslie Paper Co.
301 South Fifth Street

MONTREAL, P. Q., CAN.
McFarlane, Son & Hodgson, Ltd.

NEWARK, N. J.
Lasher & Lathrop, Inc.
50 East Peddie Street

NEW ORLEANS, LA.
E. C. Palmer & Co., Ltd.
455 Camp Street

NEW YORK, N. Y.
Lasher & Lathrop, Inc.
155 Perry Street

WHITEHEAD & Alliger Co.
11 Thomas Street

The Alling & Cory Co.
313-321 W. 37th Street

OKLAHOMA CITY, OKLA.
Kansas City Paper House
27 E. Grand Avenue

OMAHA, NEB.
Carpenter Paper Co.
9th and Harney Streets

PHILADELPHIA, PA.
A. Hartung & Company
506-512 Race Street

PITTSBURGH, PA.
The Alling & Cory Company
River Avenue and Alcor Street

PORTLAND, ORE.
Blake, McFall Company
East 3rd at Ankeny

PROVIDENCE, R. I.
John Carter & Company, Inc.
60 Weybosset Street

ROCHESTER, N. Y.
The Alling & Cory Company
Jones and Dean Streets

SACRAMENTO, CALIF.
Blake, Moffitt & Towne

ST. LOUIS, MO.
Acme Paper Co.
115-125 South 8th Street

ST. PAUL, MINN.
Nassau Paper Company
318 Wabasha Street

SALT LAKE CITY, UTAH
Carpenter Paper Co.
143 State Street

SAN DIEGO, CALIF.
Blake, Moffitt & Towne

SAN FRANCISCO, CALIF.
Blake, Moffitt & Towne
37-45 First Street

SEATTLE, WASH.
Carter, Rice & Co.
216 Third Avenue S.

SPOKANE, WASH.
Spokane Paper & Stationery Co.

SPRINGFIELD, MASS.
John Carter & Company, Inc.
33 Lyman Street

TACOMA, WASH.
Tacoma Paper & Stationery Co.
1733-1759 Jefferson Avenue

TOLEDO, OHIO
The Commerce Paper Co.
40 St. Clair Street

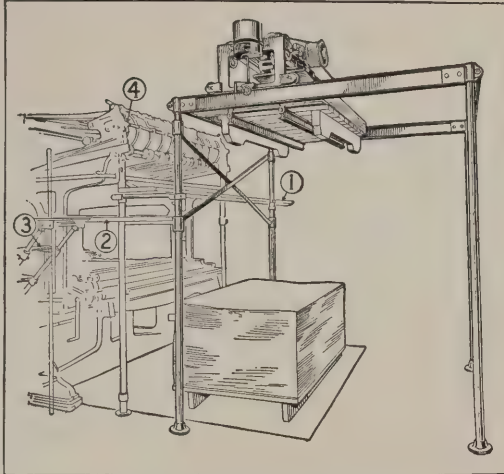
WASHINGTON, D. C.
Stanford Paper Company
1215 "C" Street, N.W.

WINNIPEG, MAN., CAN.
John Martin Paper Co., Ltd.
315 William Avenue

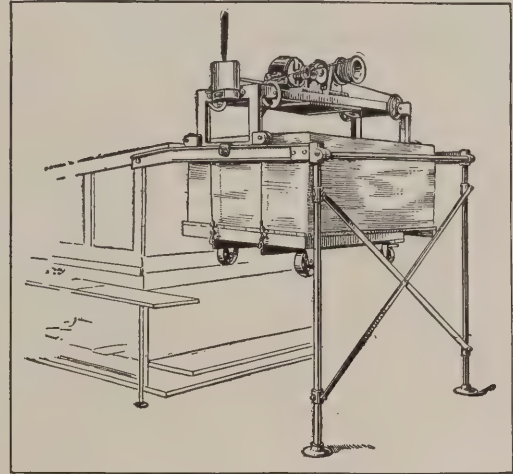
**CHICAGO PAPER
COMPANY, Manufacturers**

Foldwell
TRADE MARK
REGISTERED

801 SOUTH WELLS STREET
CHICAGO, ILLINOIS



ROUSE LIFT for Cross Feeder
or any Continuous Feeder



Style "C" Rouse Paper Lift
for Hand Fed Press

In Chicago alone there are over 400 cylinder presses equipped with ROUSE PAPER LIFTS for feeding

In Cincinnati—the A. H. Pugh Printing Co.
installed 10 ROUSE PAPER LIFTS within
the last year. ¶ These facts should cause
YOU to investigate ROUSE PAPER LIFTS

Already a majority of the best
composing rooms in this country
are using the ROUSE ROTARY
MITERER. This motor driven
machine is rapidly supplanting
hand operated machines.

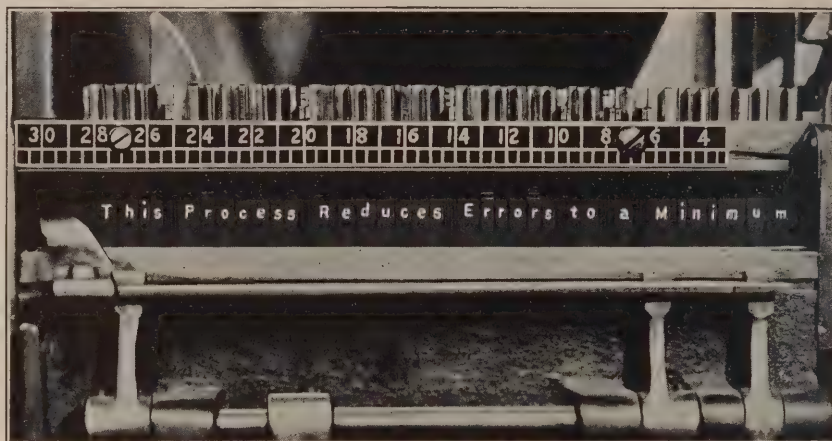


H. B. ROUSE & CO.
2214-16 WARD ST., CHICAGO

Black and White Matrix

(A Patented Process for Treating Your Present Matrix Equipment)

This halftone was made from an actual photograph. It shows how easy it is to read the line while the mats are in the Assembler. And remember—every operator watches the Assembler. He must! HOT METAL BURNS!



Your Typesetting Machine Errors Are Costing You \$450 Per Machine Per Year!

ACTUAL TESTS

in representative plants throughout the country show the following facts concerning production on typesetting machines:

Average Errors 6%

Average Correction Time 12%

(Twice the time to make the error)

Nonproductive Time 18%

18% of 52 weeks..9 wks.

9 weeks at \$50.....\$450

ARE you willing to continue paying this high price for errors and corrections when at practically no cost you can save *at least half* of it?

With the Black and White Contrast Matrix the operator may *read* the line in the Assembler (he must watch the Assembler) and catch and correct errors before they are cast. In hundreds of newspaper plants tests have proven the economic value of Contrast Matrix.

Write us for complete details of these tests. Let us explain how we will process your entire matrix equipment without disturbing operations and take our charge for processing out of *proven* savings affected by the process. Write now! State number of machines you operate.

Matrix Contrast Corp.

33 West 42nd St., New York

New York Times
Hartford (Conn.) Times
Cleveland Press
Akron (O.) Times-Press
Marion (O.) Star
Canton (O.) Daily News
Ravenna (O.) Republican
Dover (O.) Reporter
New Philadelphia (O.) Times
Youngstown (O.) Vindicator

They Profitably Use the Black and White Contrast Matrix

Columbus (O.) Dispatch
Kenmore (O.) Herald
Huntington (W. Va.) Advertiser
Lima (O.) Star

Calumet Index, Chicago
Pfeifer Show Print Co., Columbus, O.
Youngstown Printing Company
Youngstown, Ohio.

Central Publishing Co., Cleveland, O.
American Bohemian Daily, Cleveland, O.
Evangelistic Publishing House, Cleveland, O.
Press & Plate Co., Cleveland.
Blue Island Ptg. Co., Chicago.
Chas. Henricks, New York City.

NATIONAL PRINTER-JOURNALIST

Copyrighted

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Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.

JOHN L. MEYER
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CHICAGO—L. M. Carroll, 743 Webster Bldg.
NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg.
ST. LOUIS—A. Schulenburg, 509 Security Bldg.
PACIFIC TERRITORY REPRESENTATIVE
Coast Pub. Co., 756 So. Broadway
Los Angeles, Calif.

SUBSCRIPTION RATES:

In the United States, Canada,
Mexico and Cuba, \$2.00 per year
Foreign Subscriptions:
\$3.00 per year

Single Copies - - - 25 cents

Advertising Rates on
Application

Volume 43

Milwaukee, Wis., November 1925

No. 11

CASH VALUE OF GOOD MAKE-UP is PROVED

*Newspaper: Printing Student Uses Novel
Way of Getting Evidence — But, Look!*

Findings in a National Investigation

BY PALMER C. NARVESON

As a Senior Journalism Student, University of Wisconsin

GOOD make-up pays, on a community weekly! This statement is not a random guess but a conclusion arrived at from the answers given to the question by fifty-two publishers of country weeklies, every one of them the winner of one or more prizes for excellence in make-up or content of their publications. Added proof was secured by comparing each of these prize-winning papers with their competitors, the basis for contrast being the accepted figures of Ayer's directory.

First of all a list of American country weeklies who had been cited during the last year for excellence, was secured. Fifty-two of these were selected in fourteen different states and their circulation compared with the rival paper in that locality. Then letters were sent to publishers of these weeklies inquiring about the money value of good, careful attention to appearance and its effect on circulation and advertising rates.

*More Money for Circulation
Gained by Good Make-Up*

EXCELLENCE develops pride in the paper as is seen from the fact that fifty of the fifty-two prize winners listed circulation figures with Ayer's directory while only twenty-five competitors gave figures. Eight of the publications cited for good appearance asked higher subscription rates than their rivals; only two of the latter received more for their product and in both cases had much the larger circulation. The reason governing these facts is well summarized by John P. White, writing for the Walton (N. Y.) Reporter.

"Readers," he declares, "do not like a smudgy appearing sheet and the weekly newspaper which expects to appeal to

subscribers outside the immediate vicinity in which it is published must do so on basis of appearance. Good make-up will help to enlarge the number of a newspaper's subscribers, and keep those already on the list as subscribers. Good typography is especially necessary to keep the reader interested in special departments of your weekly."

"Aggressive make-up will speedily earn for a paper a reputation for alertness and progressiveness," writes Harold Schue, managing editor of the Liberty (N. Y.) Register. "This county publishes eleven newspapers but the Register is the only one with a truly county-wide circulation. No other paper in the area varies more than a column rule in the form of its make-up from week to week. The care we put into typog-

PULPIT, PRESS & ASSOCIATIONS

WIL V. TUFFORD

Secretary Inland Dailies, to
Illinois Press Association

I WANT to assure you that I believe the publishing business of America has come to its dignified state and profitable place in commercial life because we have county associations, state associations, and national associations. First in importance to me is the fact that they have brought publishing to so high a standard that no business is more dignified. Associations have raised the ethics of newspapers to such a high ideal that occupants of pulpits no longer lead as teachers of the people.

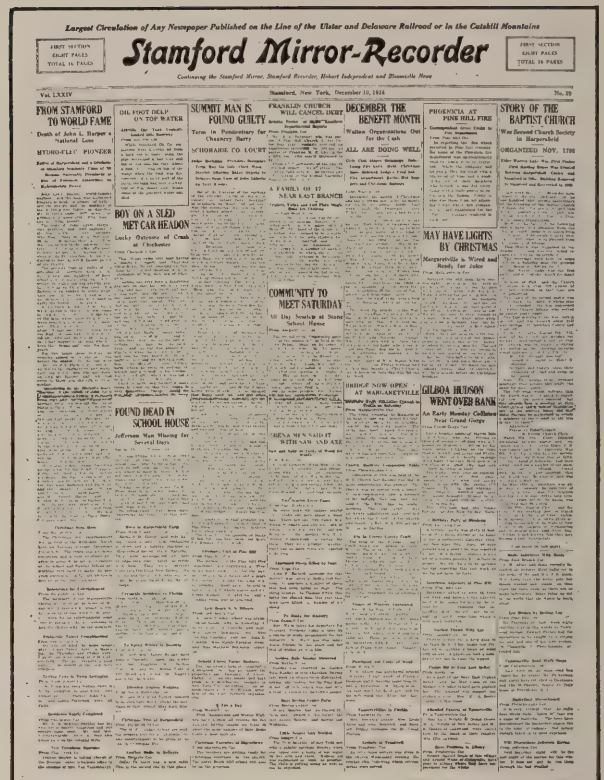
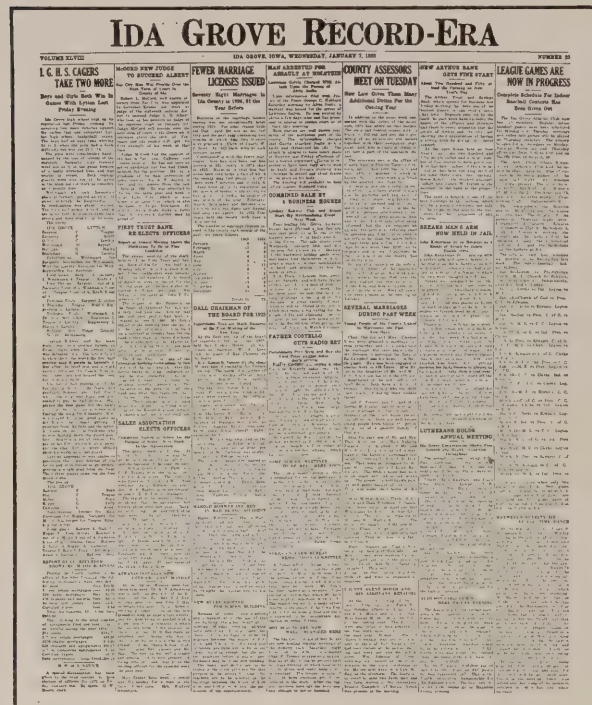
raphy has not only earned for us a reputation for progressive ideas but has enabled us to charge the highest advertising rates in the field and maintain them in spite of stubborn competition."

*Typography and Its Value
To the Advertising Salesman*

LEO DeSILVA, publisher of the Stamford (N. Y.) Mirror-Recorder, has a circulation of 4,500 in a village of 947 and gives enlightening facts on the value of neat typography. "Our advertising," he states, "will average \$200 each issue. Increased circulation has justified us in boosting our advertising rates 100% the last seven years. We have given special attention to the make-up and typographical appearance of the paper." Editor DeSilva also adds that his subscription price is \$2.00 as compared to \$1.50 for the competitors, and that he is charging twice as much for advertising as his rivals.

"Perhaps you would have difficulty in telling exactly which features make a

FOUR PRIZE WINNERS IN AMERICAN FRONT PAGE CONTESTS



MORE CIRCULATION AND ADVERTISING IN GOOD MAKE-UP

girl good-looking," ventures Fred Bierman, editor of the Decorah (Ia.) *Journal*. "It is much the same with newspaper make-up. I firmly believe, however, that our headlines and typographical arrangement have the indefinite effect of making people like or dislike an edition. I have no doubt that a paper attractively made up has its good effect on the readers, but suspect that it is one of the indefinite things about which one hears very little."

It Sells Newspaper to Community, More Readily

L. G. JAQUA, business manager of the Humboldt (Ia.) *Republican*, thinks typography has a measurable effect. "Make-up of a newspaper, daily or weekly," he says, "is one of the most important parts of the editing. In our case I know it has helped to sell the paper for we have had favorable comment from the reading public upon its appearance. We believe it second in importance only to the news."

The *Republican* is also a strong advocate for locating ads on the same page with news that appeal to readers of that type of advertising. "In making up our country news pages," Mr. Jaqua continues, "we put our farm ads, farm sales, and any advertisement pertaining to the rural subscribers on these pages in pyramid style. Advertisements purely of a local nature are placed on the local pages. That this is effective and appreciated by local merchants we know from



JESSIE L. LEONARD
Winthrop (Mass.) *Sun*

the fact that we receive 5 cents an inch more than our nearest competitor and carry a greater total of inches than he does."

That advertisers prefer the clean, progressive kind of make-up is likewise emphasized by Robert C. Goshorn, editor of the Eagle Grove (Ia.) *Times*. He writes:

"I feel confident that a well made-up country newspaper is given the preference by advertisers. We do a business of about \$25,000 with a net income of around \$7,000, which I think is a little higher than other newspapers in the community. I think it is always true that a well made-up, well-printed newspaper always comes from a fairly well equipped plant that is making money. Progressive appearance has a contagious influence on advertisers." Similar testimony is offered by H. E. Moffett, publisher of the Eldora (Ia.) *Herald*, who says: "The circulation of the Eldora *Herald* has increased because of careful make-up and careful arrangement of news."

Increases Circulation as Well as Helping the Collections

JAS. C. GILLESPIE, publisher of the LeMars (Ia.) *Sentinel*, has won prizes for both general excellence and for make-up. He comments on the difficulty of measuring the value of various mechanical features, but adds: "I believe, however that it has paid the *Sentinel* to give more attention to its make-up and general appearance. Some of our advertisers, and a few readers have commended it. Besides we can point to the fact that we have sold more papers for a higher subscription price than the other local papers, and have disposed of more inches of advertising at a higher rate every month in every year than the nearest competitor. Neat typog-



IT HELPS BUILD OUTSIDE AS WELL AS COMMUNITY INTEREST

raphy commends a paper to those who see it and will assure it a hearing that may win for it more subscribers if it is backed by real news value."

"Excellence in a newspaper may not mean altogether a good front," declares Omer Holman, publisher of the Peru (Ind.) *Republican*. "To me it means interesting, reliable and substantial news that tend to uplift the community. Above all I believe in personal service to those whom you call your friends."

"Four years ago I bought a moving picture machine and since then have

averaged 40 free entertainments in the county each year, the advertising of Peru merchants helping to pay the expense of the venture. In that time I have spoken to 25,000 people and asked them to trade in Peru. But in the meanwhile I have not neglected the general appearance of the *Republican* and it has always given me income enough to keep moving forward in spite of the fact that an editor in a small town must be a good fellow and belong to every organization."

Directory Figures Used in Getting Facts for Survey

THE average circulation of the prize winners in various award groups compare most interestingly with their rivals in the community. The figures in the table, Page 14, are self-explanatory.

A more detailed comparison would have been possible had the competitors of the prize-winning papers listed their circulation figures with the same readiness as the winners themselves. Only fourteen of the rival weeklies inserted subscription statements in Ayer's directory while but two of the fifty-two papers receiving awards failed to list their standing for public perusal.

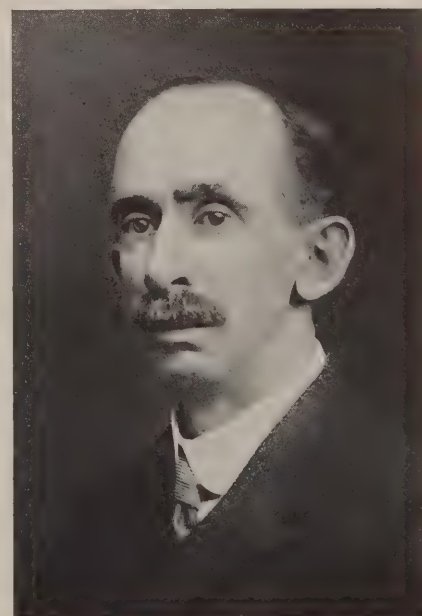
Prize-Winners Often Are the Older Newspapers

THE age of the publications cited for make-up and other excellence is noteworthy. The average was 53.7

years, truly illuminating when the short-lived tendency of many newspapers is considered. The competitors were in most instances younger papers. The Palmyra (N. Y.) *Courier*, founded in 1839, was the patriarch of the group. The youngest of them all was the Clermont (Fla.) *Press* founded in 1913. It



MR. AND MRS. OMER HOLMAN
Peru (Ind.) *Republican*



JOHN P. WHITE
Walton (N. Y.) Reporter

DRESS UP AND SHOUT

*Modestly, to Be Sure, But Shout in 48
Pt. Bold, Is Printer-Journalist's Idea*

By LEONARD LERWILL



FRED BIERMAN
Decorah (Ia.) Journal

column advertisement to join other advertisers in felicitating the community on the occasion of the old settlers' picnic.

His advertisement is headed, "ME TOO!" and reads:

While everybody else is wishing everybody else through the *Tribune* congratulations on the annual old settlers' picnic, I want to do so as heartily as anyone, if not more so.

My store is headquarters. I sell pink, green, brown, yellow, blue and orange postage stamps, special deliveries, postcards, newspaper wrappers, all sizes, stamped envelopes, and postal savings certificates. All my stock is new and I specialize in good service.

The advertisement is signed, "George Haver, Uncle Sam's Storekeeper in Eckley, Colo." —*Printers' Ink*



JAMES C. GILLESPIE
LeMars (Ia.) Sentinel

ELBERT BEDE, editor of the Cottage Grove (Ore.) *Sentinel* and former president of the Oregon State Editorial association, had worked up a reputation with the state representatives as reading clerk in the House at previous sessions. When he announced at the recent session that he would be a candidate for that position in the Senate he had no trouble receiving promises from enough senators to give it to him. But when the solons gathered at the capitol a majority of the House of Representatives were also pledged to vote for Bede for reading clerk in the House. There upon ensued a lively battle between the two houses, which was only settled when Bede decided to go back to his old position in the lower body.

Bede and the *Sentinel* are standing refutations of the idea that a local paper can have nothing but local influence. The *Sentinel* is distinctly a local paper. It serves Cottage Grove and is made up almost entirely of Cottage Grove news. But Bede and the *Sentinel* are quoted all over the state whenever competent editorial opinion is taken into account. The 3,000 people of Cottage Grove who read the *Sentinel* know they are going to read about themselves every Monday and Thursday.

There are more big potatoes, more overgrown squashes, more monster ears of corn, more hens that lay monster eggs, more prolific fruit trees in this "favored section of the famous, fertile, fruitful Willamette valley", than in any other portion of the United States, and the columns of the *Sentinel* prove it!

BEDE was born in Randolph, Iowa, June 28, 1881, and neighbors and friends who were near state that he began advertising himself in a loud voice as soon as he arrived and has been at it ever since. He became a printer's devil at the tender age of 7 years and insists that he has been raising "it" ever since. He is the son of Adam Bede, former Minnesota congressman and nationally known humorist.

At 17 he was the editor of a newspaper and has never ceased. The first publication that came under his control was the Sandstone (Minn.) *Courier*, and after a few months he became publisher of the Warren (Minn.) *Sheaf*, was next owner of the North Branch (Minn.) *Review* and then associate editor of *Bede's Budget*, Duluth. In 1911 he arrived in Oregon and purchased the Cottage Grove *Sentinel*.

Bede has no use for the old type of newspaper office that looked like a hur-

ricane had struck, turning over the ink barrel, after which the devil had tried to clean up the muss with the roller towel. A cobweb would feel as lonesome in the *Sentinel* office as a newsboy listening to a Chautauqua lecture, and would remain about as long.

Bede has a saying that "filthy lucre" is scared away from filthy shops.

IN his office hangs the left hind foot of a graveyard rabbit caught by some enterprising newspaper man who was wandering in the cemetery at Hood River, Oregon, during the sixteenth annual convention of the State Editorial association, and presented to the president of the body on Friday the thirteenth of July, 1923. This token was to ward off the ill effects of the unlucky thirteenth. Bede was the first man not connected with a *daily* paper to be elected president of the Oregon State Editorial association and has twice been honored with that office.

In a recent address to the members of the Oregon Editorial association at the meeting held on the University of Oregon campus Bede outlined the editorial policy of the *Sentinel*. His subject was, "Live News and Strong Editorials: Full Value to the Reader the Foundation of Newspaper Prosperity."

Bede emphasizes the fact that *the country editor must give the reader full value for his money*. He likewise emphasizes the fact that *the editor must get the money*. But giving full value to the reader also means giving full value to the advertiser, and convincing him that he is *receiving* full value.

One advertiser who came into the *Sentinel* office complaining that no one read what was in the paper and that his advertising wasn't getting him anywhere, was forced to change his opinion by a simple illustration.

Bede proposed that if it were true that no one reads the paper the advertiser should not object to having his name appear in six point in an inconspicuous place on the back page in a four line item telling of his running away with another man's wife. When the advertiser protested he was told that by putting something interesting into his advertising space he could make sure it would be read and would bring results.

As a continuation of his early habit of advertising himself Bede tells of his method of referring to the *Sentinel* in its own columns:

"Every newspaperman should know the facts about his own paper. He should know what his readers think of

it. He should know what outsiders think of it—and if such comment happens to be favorable I think he should in a becoming and modest way impress upon the people of the community the fact that they have a good newspaper—a newspaper fully entitled to their support.

"Always do this, as I have said, in a becoming and modest way.

"Hide your little item about what someone has said about your paper in a retired corner at the top of the first column of the first page, or in some other equally unobtrusive place in the paper, and hold the head down to 48 point gothic bold."

Bede gives the following rules for a successful newspaper:

- 1.—*Honesty*
- 2.—*A style of your own if possible, featuring unusual happenings, humorous situations and human interest.*
- 3.—*Pungency and spice.*
- 4.—*Let the sunshine in.*
- 5.—*Have your field, and cover it. Make it almost entirely local if you are running a local newspaper.*
- 6.—*Accuracy*
- 7.—*Fearless editorials of original style.*
- 8.—*Dress your paper in its best clothes.*
- 9.—*Be a regular business man and make your plant look like a regular business.*

BEDE hides his shop in Cottage Grove much the same as he hides the good things that are said about the *Sentinel*. His shop is on one of the main streets and is as good a location as any merchant would ask for. The woman whose Buff Leghorn hens have just come



ELBERT BEDE
Publisher, Cottage Grove
(Oregon) Weekly Sentinel

off the nest with the first chicks of the year will have no difficulty in finding the *Sentinel* office to tell the editor the news.

Also the secretary of the commercial club who is looking for a place to have the club's booklet printed won't have to hunt around through the back alleys.

The office boy could hold in one hand all the moveable type that goes into the forms. The *Sentinel* recently added a Ludlow plant to its composing room equipment and everything is machine cast with the exception of a few lines of gothic headletter used in the front page heads.

FIRST ESSENTIALS OF CLASSY PRESS WORK PUT UP TO STAFF

*Bulletin of Woolverton Printing Co., Cedar
Falls, Ia., for Pressmen and Feeders, Helpful*

By H. L. WOOLVERTON, Superintendent

FIRST ESSENTIALS

- 1.—*A clean press, no old dried ink or any traces of oil.*
- 2.—*Good rollers with proper suction.*
- 3.—*A smooth packing, no thick spots or holes permitted.*
- 4.—*An ink of proper body and working qualities for the job to be printed.*

GIVEN the four above necessities and good work may be turned out with very little make ready.

CLEANLINESS:—The ink disc and rollers should be free of any accumulations of old ink or dust, and wiped so dry that no traces of oil from washups, etc., are left to affect the ink or distribution. The bed and platen should also

be free from any accumulations of ink paste, old underlays, etc.

GOOD ROLLERS with Proper Suction:—Most rollers are made of glue, glycerine, molasses, etc. They should not be allowed to stand for long periods of time without being covered, either with machine oil or ink, as exposure to the air tends to dry them out, water is ruinous to them. Gasoline by its rapid evaporation dries out rollers, underlay, it also has a tendency to glaze the rollers so that they do not pick up the ink properly nor do they deposit it on type and cuts as they should.

SMOOTH PACKING, no bulged or uneven sheets used, no short sheets, etc. One should use good judgment in put-

ting packing on a press. Great care should be exercised especially with very small forms that too much packing is not used. It is much better to have too little packing on the first trial and add than to have too much and have to take some off. In the case of a 2 or 3 line job it is easily possible with an over-packed press to spoil the type so that it will not be possible to get a good print from it.

INK is manufactured from various grades of varnish, boiled linseed oil, etc., with lampblack, carbon black or color pigments added for color. Inks are made with varying bodies to accommodate various grades of paper. A coated paper that "picks" easily must have a light bodied ink. Firmer surface papers like bond or ledger needs a heavier bodied ink. As a general rule as stiff or heavy bodied ink should be used as will distribute well and lay on paper without picking the surface. Job black for all average runs, bond black for troublesome jobs on bond, linen, or calling cards, half-tone black for enamel book or coated cards. It is better to reduce a heavy bodied with a softer ink of the same color than to use the average reducer.

MUCH depends on the amount of ink (color) carried. Ink should lay so that if finger is rubbed lightly over a freshly printed sheet, it will barely smear. In the case of coated stock it is important to look through each pile of stock as it comes from the press carefully examining the back of sheets for "offset." The proper amount of color to carry requires judgment and experience. Make it a practice to consult your foreman frequently in this regard, until you are sure of your ability. Above all else, constant vigilance and attention to details is the price of good workmanship. A small quantity of ink added often, produces the best work.

Color is laid on the sheet being printed by the impress of inked type or cuts at the time of printing. The more ink the more color. Ink is also transferred to the printed sheet by the pressure of the impression. It is evident then that the impression must be even on all parts of the printed sheet.

We should strive then for the greatest amount of color with the least amount of ink, not on account of the cost of ink, though that is one item, but on account of offset smeared work, etc., which surely follows the use of too much ink. It is better to have too little ink when making ready than too much because the defects are more apparent then and may be overcome.

MAKE-READY—Forms are leveled up, by use of underlays and overlays. An underlay is a patch placed back of form. An overlay is a patch pasted to tympan or to make ready sheet under tympan. On short runs where a minimum of time is allowed the underlay should form most of the make-ready, as it is faster. On very fine work or on long runs it is frequently worth while to use both.



W. F. PRISK

*Editor-Manager, Long Beach (Calif.)
Evening and Sunday Press-Telegram*



W. H. HOSKING

*Business Manager of News-Job Plant
Noted for Its Up-to-Date Methods*

CALLS ALL SUBSCRIBERS' NAMES

*Southern California Daily Boosts Its New Home
Opening With a 44-Page Section of Invitations*

By LEONARD EUGENE

AN INVITATION, in colors, consisting of exactly 44 pages, newspaper size, and listing the names and addresses of 37,233 invited guests, is something new even to newspapermen and printers. It was issued by the Long Beach (Calif.) *Press-Telegram*, evening daily and Sunday morning, not long ago when the paper established another high spot in its remarkable career in opening a fine new building. The 37,233 invited guests listed in the 44-page invitation were the subscribers of the *Press-Telegram*.

Thousands acknowledged the invitation in person, enjoying the trip through the big plant; others, by the hundreds, acknowledged it in writing, and took their "trip" by going over the pages of a whaling-big special edition containing the complete story of modern newspaper and job production in word and picture. The list of subscribers has grown more rapidly than ever before, since the opening of the new building and the mailing of the record-breaking invitation.

The *Press-Telegram* offers one of the most remarkable pictures of success in

America of a daily newspaper-job printing establishment. "*NPJ*" has in the past printed stories illustrating the pep and ginger behind the job department, typical of the not few idea-creators in this field in Southern California.

The building, plant and real estate represent an investment of close to \$1,000,000. A four story sturdy structure, the new home fully illustrates the ideal of the newspaper's editor and publisher, W. F. Prisk.

THE building, "L" shaped, covering all but a space of 100 x 100 feet of a quarter city block, is located at Pine Avenue and Sixth Street in a rapidly growing shopping district, on a corner which is a center of activity.

It is of fireproof construction, with exterior walls of brick and trimmed with terra cotta. A floor space of 61,125 square feet is divided into 15,400 for the basement, and 12,500 for each of the first, second and third floors. The basement is extended under a private alley which serves the carriers, and under the sidewalk.

SPECIAL attention has been given to the business office, in making it most inviting and comforting to both employee and customer. It occupies a floor space of 35 x 55 feet, is finished in oak and the ceiling is two stories in height, the second or mezzanine floor being shielded by decorative glass, which with the ceiling and side walls offer simplicity and characterize good taste, features of the entire building.

The oak, glass covered counter is in the shape of a half horse-shoe, and when the time for expansion comes, it will be extended to full shoe, into another fifteen feet which is now used by a store. The lobby floor is laid in hexagon 4 x 4 Bachelier tile while the working space is covered with heavy linoleum. The desks of the fourteen clerks are arranged in a harmonious way to offer pleasing appearance to visitors. A side wall counter in the lobby is for the use of customers for writing classified ads. The lighting fixtures, the most beautiful that could be found to suit the purpose, give ideal illumination. They are of wrought iron in colors which blend with



HOME OF LONG BEACH (Calif.) PRESS-TELEGRAM

the general scheme. The entrance to the business office from Pine Avenue is spacious, being two stories in height. The entrance to the main building is from Sixth Street and leads to a modern elevator serving all departments.

THE basement provides space for storing fifteen carloads of newsprint besides housing the reels which feed the \$150,000 latest type Goss Press, which is on the east alley side of the first floor. Electrical equipment, modeled after the latest and largest newspaper plants in the East has been installed to operate the press. Tracks are laid for conveying the paper from all parts of the basement. The heating and incinerating plant, besides a large vault, are also in the basement.

The new press, consisting of six units of Goss design, constitute the initial installation, giving the paper a double sextuple press. It is driven by Cline electrical equipment. Four folders, and color decks for printing Sunday comics and magazine sections, assure a production which will readily care for all demands. The press will print 80,000 twenty-four page papers, 40,000 forty-eight page papers or 20,000 ninety-six page papers per hour.

The pressroom is so planned that additional units can be placed at any time, giving twelve units in one row. The development of Long Beach has been so rapid that the publishers have even looked forward to paralleling the presses, in a space now used as carriers room and service department. Pressroom expansion space on Sixth Street is being used temporarily for income purposes. A freight elevator is located to connect with the basement, pressroom, job printing department, and stereotyping and composing departments.

ON the second floor are the Display and Classified Advertising Departments, Bookkeeping and Credit Department, Job Printing Plant, Circulation and Promotion Departments and the Business Manager's office. The telephone exchange, with twenty trunk lines and more than forty stations, is also located on the second floor.

Locker rooms, toilets for men and women and an attractive rest room for women, furnished with a day bed, dresser and a carpeted floor, are located on this floor. Comfort of all employees was kept in mind during the planning of the building.

In the Bookkeeping and Credit Department is a large vault for keeping records and ledgers. The Elliott-Fisher system of bookkeeping is used, for which two machines are provided.

In the Classified Department three telephone booths have been built for telephone solicitation.

THE Job Printing Department occupies a floor space of 2000 square feet and is laid out with the view of installing new machinery to make it the most up-to-date and complete shop in the city. It is one of the busiest departments of the paper.

On the third floor are the Editorial and News Departments, the Composing Room and Stereotyping Departments. Superior construction, light and air were given special attention. It may be truthfully said that the Composing Room, with windows on two sides as well as skylights, is one of the best lighted and most conveniently arranged mechanical departments in the country. Special consideration has been given to the co-ordination of the various units of machinery, that there may be the fewest steps and the greatest production with

the least exertion. Fifteen Intertypes and Mergenthaler machines of latest model are in operation, and two Ludlow machines and casters are used for ad composition. Five additional typesetting machines may be placed in the room without changing a partition. One feature of the Stereotyping and Composing Rooms is the floor, which is of block-on-end.

Copy is delivered from the Business Office to the Composing Room in Lamson pneumatic tubes electrically operated, as well as by basket delivery from the Classified Department below. Plates are sent from the Stereotyping Department to the Press Room by gravity lifts.

Inasmuch as the publishers have been forced to double the typesetting output during the past three years adequate space has been reserved and wired to care for sixteen additional machines. The present Composing Room is 50 x 75 feet, and when the space now occupied by the News Room is required for the enlargement of the mechanical department, it will have a floor area of 50 x 110 feet.

THE News Room now accommodates twenty-two people who constitute the staff. Eight additional employees may be taken care of without crowding. When the time comes for expansion of the mechanical department, the News Room will move into space now used as offices for income purposes.

The Editor's Office is paneled in Philippine mahogany, has a decorative ceiling, fireplace and other comforts.

The Associated Press operators are given desks in a separate room, also used for the morgue. United Press news is received by automatic printing machines, also in a separate room. The Sunday *Press-Telegram* is served by United News, International News and Consolidated Press Service. The Managing Editor, Frank M. Selover, has an office adjoining.

A universal desk handles all copy except sports, suburban and society. This system of handling copy has been very satisfactory.

Nine offices on the third floor are rented, affording expansion space for the future.

The fourth floor is reserved for future expansion. An engraving plant rents space on this floor and serves the newspaper to better advantage than operating its own plant. The offices of the vice-president of the company, Miss Belle McCord Roberts, and of the associate manager, S. S. Conklin, are now also located on the fourth floor. This floor is so arranged that should second floor departments be forced to move they will be given space on this floor.

A radio room on the top floor is temporarily used by the Sunday editor. It also houses the Art Department. A beautiful view of the skyline and surrounding territory, the harbor, oil fields and the ocean is gained from this room.

THE officers and directors of the Long Beach Press-Telegram Publishing Co. are: W. F. Prisk, President; Belle McCord Roberts, Vice-president; S. S. Conklin, Secretary-Treasurer; W. H. Hosking, Business Manager; C. H. Prisk, A. J. Hosking and Oscar Conklin.

It has been said, many times and in many ways, that a business is after all only the "lengthened shadow" of its chief executive. W. F. Prisk, builder of the Press-Telegram newspaper and job business is a striking figure in Coast circles. He is one of the foremost students of his business in the Country. One of his associates said, when asked for the "inside" on the publisher's policy: "He makes up his mind what should be done, and then he goes ahead and

does that. And, he doesn't dilly-dally about it."

The success of the Press-Telegram is credited by subscribers and advertisers to its sound business management. Long Beach is known as "the fastest growing city in the world," its population increasing every month. It takes keen foresight to prepare for the future, any publisher will admit.

A "start," change of address or "stop" goes through on the day ordered. Posting of payments also is an immediate process. Statements are out on the last day of the month, without fail; and all office bills are paid on the tenth—automatically, it could be said.

The slogan upon which all departments work is: "One hundred percent coverage in one hundred square miles."

DIDN'T TAKE "SUPPORT"

Michigan Publisher Held Off Advertising Until He Had a Good List for Merchants

By HARRY MYRICK

A YOUNG fellow from Battle Creek has bought the Press, was the word passed around St. Joseph, Mich., one day about twenty years ago. His name, it became noised about, was Willard Brewer. There were two papers in the town, the other being the Herald.

The new publisher, known as a member of a "newspaper family" and literally brought up in a printing office, naturally was watched for with keen expectancy. The townspeople wondered what he would do in the way of changes and improvements.

The program evidently suited the merchants as well as the other residents. They called in on Brewer to pay their respects, and they felt they ought to "give him some advertising support." He looked all right, and as if he would stay permanently, and had means which would make it possible for him to handle the proposition, it was said.

Comes Back at Merchants With a Surprising Plan

THEN the good people of St. Joseph, particularly the merchants, were somewhat taken by surprise. Brewer replied in a far different way to their profers of advertising than the predecessors had done.

"I don't want you to advertise with me just to help me along," he said. "In fact, I'd rather you wait with any considerable advertising. This is for two reasons: First, you are using very poor copy—there's nothing to it—it can't possibly pay you. Second: I haven't got either a large enough list of subscribers, nor the right kind of a list, to make your advertising on any considerable scale

pay you, even if it were of the best as to copy, appeal, attractiveness and what-not."

These were not the exact words, of course, but they include the ideas which Brewer wanted to get across. Rather peculiar and strange, as such things go. But, Brewer meant them. He had ideals, and he wasn't too old to try to live up to them. There was nothing "soft" about his ideals. No, indeed. He had made up his mind to locate permanently in St. Joseph, after careful investigation of the possibilities, and he

wanted to build right from the very start. It happened that he didn't have to start on a shoe string, although he was by no means so plastered with money that he could, or would, merely ride a hobby. This was a business proposition to him.

To this day, Mr. Brewer confines his keenest interest and activity to the business side of his paper. This doesn't mean that he considers the editorial department a necessary evil, or a mere vehicle for a business head. It means a publisher who settles most of his problems with a well sharpened pencil and a clean white pad—one who figures out things, never jumps at conclusions.

Simple Methods, Well Founded, Are Advanced by Brewer

HERE are some of Publisher Brewer's explanations of his methods, after thirty years of newspaper experience—twenty years in St. Joseph. They will read like very simple, perhaps ordinary precepts and experiences. But, the thoughtful reader will find a good deal in them, I am sure:

"Of course, the first thing is to put out a good newspaper, making a point to feature the local news and to be careful in handling items so as to make friends—and the more small items of interest, the better. Also to be sure and have proper names spelled correctly. In time one can establish a reputation for having a good, newsy paper and one to be depended upon for accuracy.

"We have made it a point not to play up or exaggerate news, nor to let personal feelings enter into the publication of a news story, always putting in the facts as they are and showing no favoritism by suppressing items of general interest.

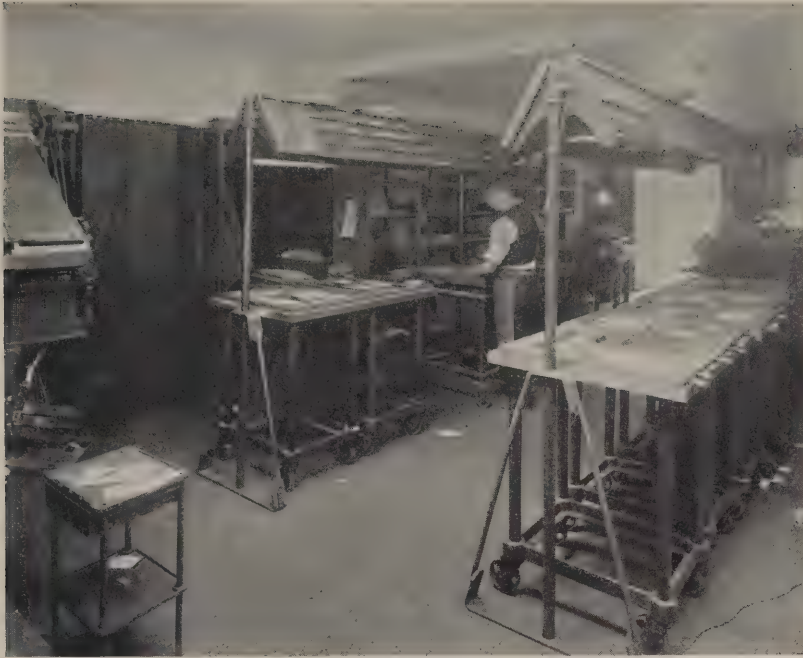
"A good paper will have a natural growth as the community grows, but to properly cover the field I feel that it is absolutely necessary to go out after subscribers. We have used premiums, conducted voting contests and have made straight solicitation for subscribers. All are good considering various times and conditions, but I believe the regular solicitation to be the best for a well established newspaper.

"We have our list in card index arranged by dates and month. We go over this list about two weeks prior to expiration date, and send out a first notice inclosing a stamped return envelope. If the subscription is not paid on expiration date, we send out second (red) notice. After this, paper is discontinued.

"At different times we have tried to solicit new subscribers by mail, but have never been successful in this plan. The only thing we have done of late is to simply solicit subscribers by making personal calls at the houses where the paper is not taken. We have used no special blanks for this, but last year we gave away a special calendar to old and new subscribers."



WILLARD BREWER
Manager, St. Joseph (Mich.)
Evening Herald-Press



GOOD UTILIZATION OF SPACE IN COMPOSING ROOM

This Snapshot May Be Studied to Advantage in Connection With the "NPJ Blue Print" Published With This Article

THE expiration notice of the St. Joseph *Herald-Press* is another example of simplicity. As Mr. Brewer indicated, the second notice is printed in red. But, it is almost exactly the same copy as the first, in regular black on white; and here is the text:

ST. JOSEPH HERALD-PRESS

Expiration Notice

Mr.

We beg to advise you that your subscription to the HERALD-PRESS expires

Kindly give this your attention.

We enclose stamped envelope for your convenience.

We thank you for your past patronage and would appreciate a continuance of your subscription.

ST. JOSEPH HERALD-PRESS. SUBSCRIPTION RATES

One Year\$4.00
Six Months\$2.25
Three Months\$1.25

Please fill in below and send in with your subscription.

All subscriptions payable in advance.

Or advise us to discontinue paper.

St. Joseph Herald-Press
St. Joseph, Michigan

Enclosed please find
for.....month's subscription to
the Herald-Press.

Name
Address

One change is made from the black to the red notice. The line "Or advise us to discontinue paper" becomes "Paper will be discontinued unless we hear from you by return mail."

Mr. Brewer successfully consolidated the two dailies in St. Joseph, in September 1916. He said: "I believe that it requires a community of over 50,000 population to support two daily papers profitably. One paper is cheaper for the advertiser and better for the public as the advertiser can cover the field for less money, and the publisher is able to put out a much better paper when he is doing a more profitable business."

Education of Advertisers

MR. BREWER'S predecessors had enjoyed some measure of advertising patronage, but when he came to St. Joseph and had sized up things he concluded that the selling of the space

had not been good for building a permanent business. After he had startled the merchants with his advice to go easy until they had learned how to prepare copy and he had a good list to offer them, they began coming to him for advice. That is one thing he wanted to gain in the way of reputation and position with respect to the advertisers, and very early in his career in St. Joseph. He said:

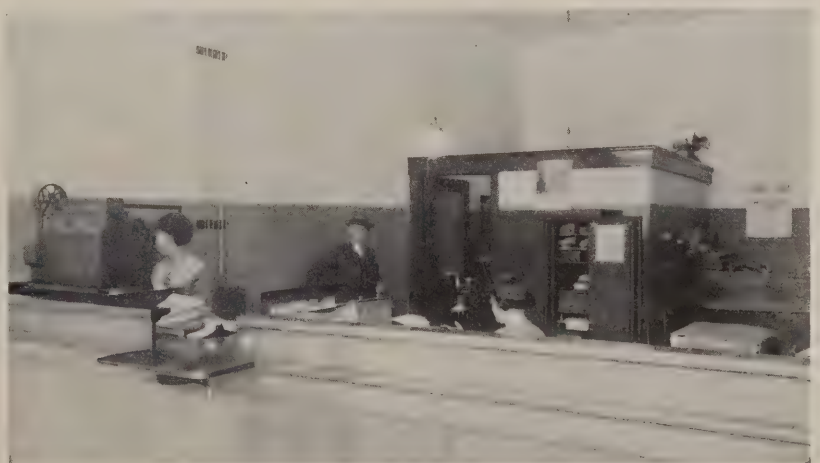
"My plan of educating the merchants to advertise met with their approval, as all my predecessors had solicited advertising on the charity appeal, with the idea that the merchants should support a home paper. I asked them for no business until I had something to give them in return.

"After I had a fairly good list of about 1200 paid subscribers, in order to get them started, I made them an attractive rate for every-day insertion, and gave them special cut-in positions. We had hard work with some, getting them to change their ads and to put in copy that would attract attention. I realized that a dead ad would not bring results and eventually they would see no returns. I was able to show a small profit over expenses from the start, as our overhead was small at that time.

"I have learned that one cannot sit in his office and expect advertising to come to him. It is necessary to get out and get the copy, and to call on the merchants, if only for a visit, and to really become interested in their troubles."

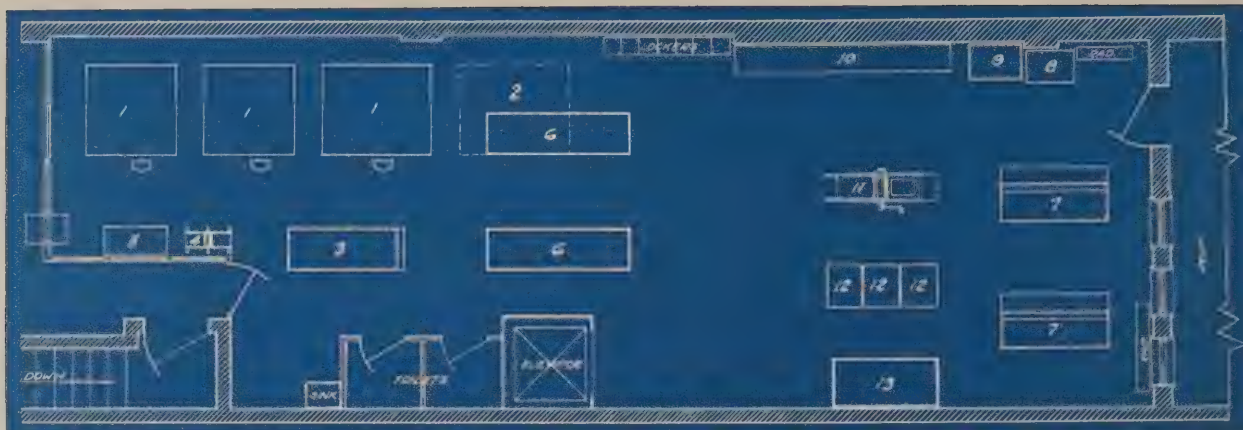
Experts' Layout in the Plant; Communication Looked After

THE present home of the Herald-Press shows how a narrow, rather long structure, originally built for a retail merchandising business, can be adapted for a daily, evening newspaper. Mr. Brewer got the assistance of the American Type Founders' engineering



INVITING AND NOT CONFUSING TO VISITORS

*Private Office of the Manager of the St. Joseph (Mich.) Herald-Press
Located in the Background, With All Business Records Within Call*



—Layout by Engineering Dept., AMERICAN TYPE FOUNDERS CO.

COMPOSING ROOM LAYOUT, ST. JOSEPH (MICH.) HERALD-PRESS

KEY TO LAYOUT: 1 and 2, Linotypes—two No. 14, one No. 3, one No. 5; 3, Linotype Dump; 4, Challenge Galley Proof Press; 5, Work Bench; 6, Make-Up Tables; 7 and 9, Hamilton Type Cabinets; 8, two Miller Saw Trimmers; 10, Cut Storage; 11, Half-Page, Self-inking Potter Proof Press. A 16-page Duplex Tubular and Stereotyping Outfit Are Used; Office Equipment includes Elliott Electric Addressing Machine, with Stencil Cutter, L. C. Smith Type-writers and Sundstrand Adding Machine.

department in laying out the mechanical plant.

The main floor is taken over by the business office, with press room and stereotyping room in the rear. The second floor has the editorial and news rooms in front, and the composing room in the rear, thus separating the business office from the news-gathering branch of the business.

There are separate rapid carrier lifts from the business office to the news and composing rooms for copy taken in at the business office. An electric elevator takes form tables back and forth between composing room and stereotyping room. Electric bells and buzzers are used upstairs and down when forms are ready, so that it is not necessary for a man to accompany the form tables after they are put on the elevator. A four-way telephone communication is used in all departments. This is the regular Bell equipment and can be used by each department for outside communication as well, but is under control in the business office. A private news telephone booth is in the news room. Mr. Brewer says it is a big saving to have reporters' desks near Linotypes, copy and proofs being passed through a window (into baskets) between the editorial and composing rooms.

Newsprint is stored in the basement and is taken up to the press room as needed on the electric elevator. There is room for a car of print, besides other supplies and storage.

A standard form of advertising rate card is used.

The St. Joseph *Herald-Press*, is a consolidation of the *Herald* and *Press*, the *Daily Press* having been established in 1891. The paper is a member of the

Audit Bureau of Circulations and has a circulation of over 4750 copies daily.



HOME OF HERALD-PRESS

Electric Sign Over Sidewalk Directed to Advertising and Circulation Work

CORRECTION

IN the "NPJ BLUE PRINT" of the Sheboygan (Wis.) Vocational School printing department, October issue, an error was made in indicating the proof press used. The school uses the *Vandercook* proof press, according to L. R. Evans, director of the school.

WISCONSIN College of Agriculture, Department of Journalism, Madison, Wis., Prof. Andrew W. Hopkins, director, is publishing serially an alphabetically arranged list of community newspapers of the State, with the name of the publisher, high-lights of the life in each locality, circulation figures and a brief history of each paper. It will later come out in book form. Meanwhile mimeograph sheets, punched for binder, are used. Pages are numbered consecutively. "NPJ" considers this an intelligent step toward solving the major problems of rural newspapers, not only as to national advertising patronage but especially as to making them better community builders.

WHY NOT ABOLISH THE FAMOUS "DOTTED LINE?"

SAYS James A. Worsham, *Printer's Ink*, a leading sales executive: "Pondering over some lost sale, trying to find the weak spot, I suddenly asked myself, 'Why not solve this problem by eliminating the dotted line?'"

"The next morning I bucked the most obstinate customer. When the time came to close, I said as carelessly as I could, 'Just say the word, and we will make shipment tomorrow.' Much to my astonishment he said, 'ship it.' The sale was \$800.

"I handed the duplicate to him and pocketed my order book. He laid his hand on my shoulder: 'You may think I am an easy mark. You are the first specialty man who hasn't asked me to sign an order. If the firm has no confidence in their men to receive orders as being all right, then I have no confidence in them either. I like the confidence you displayed in my word.' The most elaborate signed order in the world does not necessarily prevent misunderstandings or even law suits."

"INK ACROSS THE SEAS"

Missouri Journalism School Is Made Home of Unique International Token

By VIRGINIA LEE COLE

A STONE from St. Paul's Cathedral, London, has been presented by British journalists to the School of Journalism of the University of Missouri, Columbia, Mo. This was done through the courtesy of Lord Burnham, proprietor of the London *Daily Telegraph* and chairman of the British Empire Press Union, with the consent of Dean William Ralph Inge of St. Paul's.

Sir Esme Howard, British ambassador to the United States, was named to deliver the address at the unveiling of the stone, November 10.

Representation of the newspaper profession of the United States at the ceremonies was placed upon George B. Dealey, president and general manager of the Dallas (Tex.) *News* and vice-president of the Associated Press.

The stone is located on the University Campus, and upon it is a meridian plate showing the distances and directions to the principal cities of the world from Jay H. Neff Hall, the home of the School of Journalism. The plate, a gift from the graduating class of 1925, was prepared by the United States Coast and Geodetic Survey. It bears the motto: "I have set thee a watchman." The plate and the stone are placed upon a base of Missouri stone.

THE St. Paul's stone was quarried in the Vale of Portland in 1724 and carved by Francis Bird, a famous English sculptor. It is a three-foot cube, which formed a portion of one of the statues on the south pediment of the cathedral.

Aaron Watson, eminent British journalist, first suggested the fitness of the use of the stone as evidencing the association of British and American journalism.

"St. Paul's Cathedral is the one English building which, for every reason, is most sacred to all Englishmen," Mr. Watson said. "The first English printing press was set up at Westminster Abbey, a little more than a mile away; but after Saxton's time the printing and publishing trades clustered around St. Paul's. The first news-letters were written from the inns around St. Paul's churchyard; the first English newspaper was published within little more than a bowshot of the Cathedral doors.



STONE FROM ST. PAUL'S, LONDON, Eng., PRESENTED BY BRITISH JOURNALISTS TO UNIVERSITY OF MISSOURI SCHOOL OF JOURNALISM

(Dedication Exercises at Columbia, Mo., November 10, 1925)

"If a circle were drawn around St. Paul's at a distance of three-quarters of a mile, it would include the birthplace of English literature, of the English newspaper press, and of the English publishing business, besides comprehending in its area the offices of all the notable London newspapers of the present day.

"All the great publishing firms first established themselves around St. Paul's. Shakespeare's 'Venus and Adonis,' 'The

Rape of Lucrece,' and some of his other plays were to be purchased only at 'The little door of St. Pawles.' Goldsmith went to St. Paul's churchyard with his copy for Newbery, who published most of his work. There is the imprint of St. Paul's Churchyard on the first edition of the grammar of Lindley Murray of New York.

"From the steps of the Cathedral one can see as far as to where 'The Compleat Angler' was first published."

GOOD WRAPPER IS BIG SAVING

South Dakota Publisher Finds It Prevents Grouches, Lapses, and Even Unknown Ills

By CASPER NOHNER

LIKE most of the newspapers in this state—and elsewhere—for that matter—we got along without printed wrappers for years, but since we have evolved the wrapper we are now using and have had an opportunity to note the all-around satisfaction a printed wrapper brings, we would not do without it.

As there is apparently quite a little discussion at present regarding the advisability of printed wrappers, the writer gladly avails himself of the opportunity extended by the editor of *NPJ* to say something in behalf of their use.

OUR wrapper is the outgrowth of an unusual number of "kicks" registered by *Enterprise* mail subscribers. While there had been occasional demands throughout the years for replacement copies, these requests apparently began to assume alarming proportions in point of numbers early in the year, and as a result a thorough investigation was set afoot.

And in the course of this investigation we learned quite a few things.

We learned that although the majority of our subscribers received their *Enterprise* with almost unflinching regularity, there was a surprising number who had become accustomed to miss two or three numbers in the course of a year. While some of these were not a bit hesitant to write for extra copies, others did not write, and accordingly we were never aware that they had missed any. One result of this attitude is, they gradually become indifferent and finally decide not to rely at all upon the home town paper to keep them in touch with former friends. Several hitherto unexplained discontinuances have been definitely traced to this cause. The "kickers," too, eventually became disgusted and stopped the paper.

This investigation thoroughly established the fact that something was more seriously wrong in the matter of getting our papers to the subscribers than we ever had occasion to suspect. OVER

LAKE NORDEN ENTERPRISE

Lake Norden, S. D.

ISSUED EVERY WEDNESDAY
SUBSCRIPTION PRICE \$2.00
PER YEAR IN ADVANCE

To

RESET OF THE ENTERPRISE'S REGULAR WRAPPER

*Actual Type Size Is Nine Inches, Left to Right;
Each Wrapper Is 9 by 12 Inches; See the Article*

NEXT our mailer, which prints the addresses direct from slugs, was looked after. The mailing galleys were carefully checked and attention was paid to the way in which the address was printed on each wrapper to the end that it would be plain and legible. Care was used in securely pasting and wrapping the papers. But still the complaints came in. Some of the subscribers reported that their copies often arrived in bad condition with wrappers broken or badly torn. Others reported that irregular deliveries continued.

This lead to the conclusion that the wrapper was not substantial enough; and, a further careful examination of the wrapped papers before mailing, from a mail clerk's standpoint, lead to the additional conclusion that the two or three lines of the printed address on a bare expanse of grayish-white paper might not always be as readily discernible as it should be.

AN examination of the wrappers used by our contemporaries who did not use printed wrappers, revealed that they did so more for the advertising that might accrue from a printed wrapper than from the standpoint of securing legibility. Some used highly decorative corner cards and even line drawings filled with facts that were of but minor pertinence on a wrapper.

Some printed their wrappers in red, which served, rather, to detract than direct. Others were printed in black, and the fault here appeared to be that there was a possibility of confusing the wrappers with other wrappers which had been cut out of mail order catalogs and surplus printed matter.

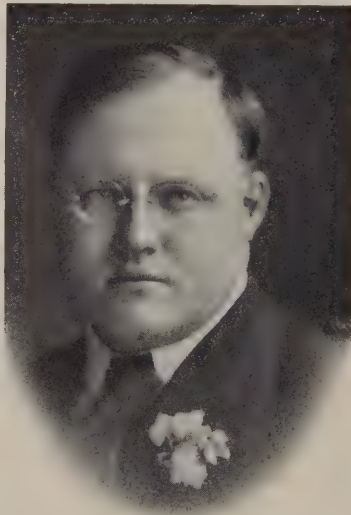
Based upon our investigations, practically all of them detracted rather than added to the real purpose of the wrapper—which is to deliver the subscriber's paper to him with the utmost dispatch and in the best possible condition.

So we evolved the wrapper that the *Enterprise* is now using. It will be noted that particular emphasis is placed upon the space devoted to the address. It, first, clearly indicates to the mail clerk where the address is to be looked for. No effort was made to get up an elaborate bit of printing. Every aim

was toward simplicity and clearness. A blue ink was selected, because it would distinguish the wrapper from the ordinary black printing, and thus call attention to it without detracting the eye as, for instance, red does.

Some of our newspaper friends have told us that it was money and effort wasted, but we feel that it has all been justified many times over by the fact that since the inauguration of our printed wrapper almost three months ago NOT A SINGLE COMPLAINT HAS BEEN REGISTERED BY ANY OF OUR SUBSCRIBERS REGARDING MISSING COPIES—not even by the most strenuous kickers. In fact, we hold a letter in the office file from one of them complimenting us upon the promptitude and regularity with which the *Enterprise* now reaches him.

AND when renewal time comes, we have nothing to worry about, for our subscribers haven't a lot of accumulated disgust and discontent to take out on us, and if they want the *Enterprise* at all, they will take their pens in hand and write for it cheerfully, instead of "dressing down" the editor for his carelessness.



CASPER NOHNER

Lake Norden (S. D.) Enterprise

YOUNGEST OWNER OF A DAILY

PROBABLY the youngest editor and publisher of a daily newspaper in the country is Harold C. Malchow, publisher of the West Point (Miss.) *Daily Times-Herald*. West Point is a farming town of 4,400 in Clay County, one of the most fertile in Mississippi. It has three railroads and fourteen passenger trains in and out of the city each day.



HAROLD C. MALCHOW

*Editor and Publisher, West Point
(Miss.) Daily Times-Herald*

Malchow first determined to own a newspaper as a chap hardly out of the cradle. At eight in a northern town, he had full plans as to how he would arrange his plant, operate his paper, and the ideas he would put in force. While his ideas changed as he became older, his desire to own a newspaper never failed. At the age of twenty-one, he is the full owner of a daily newspaper, and the editor-in-chief.

He has traveled widely; has been a naturalist, a taxidermist, a bank clerk, a cost accountant, a shoe salesman, an insurance solicitor, a lawyer, a metaphysician, a photographer, a reporter, a printer, a stenographer, tax sales buyer, broker and some other things.

"The first thing I did when I took my paper over," Malchow stated, "was to create a policy. One was to state the facts irrespective of interests or factions; another was to be brief and explicit; a third was to boost, and a fourth was to dress up the typography." He believes in the careful use of a cost system, and of an accounting system that tells him at the close of each day how he stands. He is a member of the Mississippi Press Association.

STOP SPACE GRAFTING

One of Leaders in Inland Expose of Big Evil, Reads a Roll Call to Publishers

By T. O. HUCKLE

Ypsilanti, Mich.
Sept. 30, 1925

*Auto Truck Appliances, Inc.,
New York City, N. Y.*

GENTLEMEN:

Yours at hand regarding New Ash and Garbage Truck. After reading the illustrated material and your suggestion that we run the illustrated news story (material furnished) in our paper we know you are going to grant us the following request:-

On all your trucks sold in Michigan will you please have the following printed on both sides, having name of our paper in red: *You can not cover "The Ypsilanti Trading Territory" without advertising in the Daily Ypsilantian-Press. Advertising rates on request.*

The lawyers say in law that a jug handled agreement won't hold water. It must be equalized. In business there is only one satisfactory deal, i. e. where everyone profits.

Trusting that you can see our view point in this matter, we remain

Very truly yours,

THE YPSILANTI PRESS

YOU may say that the request in the letter, herewith, is absurd. But I say, not a bit more so than those we publishers receive in almost every mail.

As publishers we must first admit that a great deal of the free publicity material is not only interesting but very beneficial to our readers—and particularly to those in whose interest it is written. May I illustrate just a few of the hundreds of pieces I and all other newspaper men receive.

TRUST COMPANIES

WE all know too well the various trust companies with their weekly financial messages, and we in Michigan know of the exceptionally fine business digests sent out by one in Detroit which of course is made valuable to said company by having the name of an official and that of the company at the top of the articles. All very fine I say—but the Ypsilanti Press "forgets" the mentioned lines in running the articles. All of you no doubt receive similar articles from trust companies in your states.

ARCHITECTS

TOO ethical to take paid advertising but always anxious to send in write ups in which are included their names. How many here today who do not attach the architect's name under the illustration of a new local building, or in a news story? How many have been featuring the numerous parts that are

going into a certain giant salt water ship by accepting propaganda news stories sent out by certain New York architects? How many have featured a firm of bank architects, when a fine new bank was built in your community? In doing this are you fair with those who make your paper possible with paid advertising?



T. O. HUCKLE

*Business Mgr., Ypsilanti (Mich.)
Daily Ypsilantian-Press*

MR. HUCKLE, a vice-president of the Inland, and nationally known for his Dollar Day Newspaper and printing successes, operates a plant in a city of only 10,000 but his "specials" run over 4,000 inches of display per issue. He has taken an active part in the Inland's pioneering fight against the "free-publicity graft evil."

UNETHICAL DOCTORS

ANOTHER profession that robs the cash drawer with its so-called ethics, and yet as a national organization spend thousands of dollars for so called "humanitarian" news stories, are the doctors. In mentioning the doctors we must also recognize the eye conservation propaganda.

RURAL GROWTH

AS publishers we realize the importance of the farmer's prosperity to the growth of the nation — and so do "creamery institutes," mail order houses and others, but theirs is a different motive than that of the publisher. May I ask, do the above mentioned prepare

their agricultural articles, many of which not only have given state statistics but even county and local data secured at great cost, out of the goodness of their heart?

STOCK SELLING

WHEN a new hotel stock company is planned for a city, a big manufacturing venture contemplated, a consolidation of certain public utilities considered, a railroad merger contemplated—and many other ideas in which the prime motive is to sell stock—those behind the movement get in touch with the "space grafting publicity writers" who live at the expense of the publisher, with the result that newspaper editorial rooms are flooded with most attractive and illustrated "news stories." The promoters then simply sit back in swivel chairs, send out their stock salesmen, and await the shearing of the lambs lead to the slaughter by the "easy mark" publishers.

STYLE FEATURES

HOW beautiful are some of the pictures of the fair sex used to illustrate a certain kind of shoe leather, knitted wear, silk hosiery, embroidery and scores of others. Is it the attractive girl in the picture that makes such fools of publishers who ran these as feature articles to the detriment of the cash drawer?

GOVERNMENT

ONE chief offender is our own government and particularly the civil service department which issues an enormous amount of propaganda all too well known to the publishers. Write there about it and their only answer, in effect is: "We can see your point of view, but there are no funds available for this, but really it is news." Some publishers ease their minds into believing that a local civil service opening is of news value but charge their best local advertiser for a classified ad if he wishes to hire a new clerk. The same applies to government savings stamps and the postal savings department, but the publisher takes cash from his local bankers who use "honest-to-goodness" advertising space to put their thrift messages across.

ENTERTAINMENTS

HOW many publishers are "holding the bag" while outsiders, in order to put across some kind of entertainment, use the American Legion or other local organization as the point of contact? The outsiders take the long end of the receipts after the public has donated liberally with the thought that it was for the ex-service men while the Legion gets what is left—and the publisher nothing! I think every publisher should visit his local Legion, and all others who are being used as tools, and put the matter up to them fairly and squarely.

OVER

"YPSILANTI IDEA" FOR MEETING THE FREE PUBLICITY EVIL, THE DOCTORS, THE ARCHITECTS AND OTHER "ETHICALS"

AUTOMOBILES

ISN'T it time that publishers awake and stop running the unlimited amount of bunk that is now coming from the automobile industry, even if it is spending large amounts for paid advertising? Is it news if the "Speedum" car goes in high from the Atlantic to the Pacific, or is it pure propaganda? Publishers have made Henry Ford the richest man in the world, while many of them may have hard times paying their own bills. Is it fair to charge higher rates for automobile advertising and include their bunk, as some publishers do, and foist it upon the reading public as news?

In passing I might ask is not the local merchant entitled to just as much free publicity as the auto manufacturer—and yet none of you, I dare say, run weekly column articles for even your best advertising merchant.

STATE FAIRS

HOW many state fairs can exist without the newspapers? How many of them are taking even a semblance of paid advertising they should in putting them over—but rather are depending on the free publicity columns? How many state fairs are in the hands of politicians instead of real business managers who know rural life?

CITY AFFAIRS

HOW far should publishers go in getting back of certain municipal propositions when city councils spend large sums in direct mail advertising, bill posting, salaried ward workers, etc., and yet have not one cent for newspaper advertising? This I leave open for discussion.

WHO IS TO BLAME?

NOW who is to blame for this free publicity octopus? No one but the weak-kneed or indifferent publishers. I have used the term "space grafter" for the man who gets up and sends out this unlimited amount of material. But he is as human as we publishers, and I ask who of you here, from a financial standpoint, would not consider "stepping into his shoes" and receive some of the very fancy salaries paid, with no material equipment, capital or big Saturday night pay rolls to worry about?

It is not my purpose to pose as a doctor able to diagnose and prescribe a "cure all" for this evil, but I do want to offer one suggestion I have personally used for some years.

Throwing the material into the waste basket is not going to help much as long as some publishers will use it.

I would suggest that all free publicity material received at every newspaper office be first sent to the business office

for perusal before the editorial end has access to it. The business office can more quickly detect the "nigger in the fence" and also stop the city editor or others letting it get across rather than go out after real news.

Then I would mail it back as received each day to the advertiser, (not public-

ity grafter) in a plain, unstamped envelope with a circular or folder drawing his attention to this great evil against publishers of America. It might be well to also include a rate card. I have used different material and at present enclose a folder. (The following is a reprint of this "reply.")

IF YOU WERE A PUBLISHER THREE QUESTIONS

HAS it ever been your privilege to sit in an editorial chair and receive the great amount of help (?) that the publisher receives in every mail from those who have "news" stories for the dear public?

If you were a newspaper publisher, honestly, would you be fool enough to be asleep at the switch (or too lazy to write real news stories) and let such propaganda as you are sending out get into your news columns?

Do you think a publisher would be fair to his readers if he should run your propaganda (returned herewith) as news matter?

ANOTHER ANGLE TO THE QUESTIONS

The man who wrote the enclosed; the artist who drew the fine illustrations; the engraver who made the cuts; the printer who printed the material; the mat manufacturer; also others "got theirs"—and the publicity artist who sent the enclosed is receiving a very fancy salary, or is a big fool.

WHAT DOES THE PUBLISHER GET?

All of the above is worthless unless it appears in print—and yet what does the publisher get?

We enclose our latest rate card and upon receipt of your order and check we will be glad to run some "honest-to-goodness" paid advertising. In the meantime please have The Daily Ypsilantian-Press taken from your list of "weak-kneed" publishers.

Population 10,433
Press Circulation 3,641

THE YPSILANTI PRESS,
Ypsilanti, (Mich.)

MR. HUCKLE'S "BOMB" FOR SPACE GRAFTERS

On the Other Side of This Four-Page Folder Is a Picture of a News Boy, Yelling "Extra," and a Line: "Important Information for You as a Buyer of Advertising"

PUBLISHER-FAIR CHIEF ACKNOWLEDGES PRESS' HELP

THE head of the Broken Bow (Neb.) Custer County Chief, E. R. Purcell, is president of the Nebraska State Fair Board of Directors. Following the recent successful fair, Mr. Purcell issued the following to the press in a circular:

LOYALTY OF NEBRASKA PRESS REFLECTED IN FAIR CROWDS

PROBABLY no greater tribute can be paid to newspaper advertising than the results realized by the Nebraska State Fair this year. One year ago State Fair week had perfect weather and its attendance reached the high mark of 265,000. This year a rainy week confronted the management. One program was entirely abandoned and several others were practically ruined on account of rain. Notwithstanding these adverse conditions 267,000 people passed through the gates this year, or two thousand more than during good weather conditions of one year ago.

This life saver is due to newspaper advertising done in a more thorough way

than ever before attempted. The credit is not due so much to the management of the State Fair as it is to the loyalty of the Nebraska Press, both daily and weekly. Paid advertising was of course carried in every Nebraska paper, but in addition to this more than four hundred out of a total of 430 papers published columns of matter without charge telling of the great features of a truly great Nebraska exposition.

It was these messages carried by the town papers to the people away out in the state that brought the crowds. The city people and those within driving distance of the Fair every morning were governed by weather conditions, but the great numbers of people from two, three, four and even five hundred miles had responded to the message of the country weekly—the old home paper.

And right here the editor of this paper, who happens to be president of the State Fair Board, wishes on behalf of the management of this great institution to express appreciation deeper than words can convey to the press of the state for its wonderful co-operation in making the Nebraska State Fair one of the truly big ones of this country.

BOOST FOR MAIL RATE?

*Big Danger Still to Come, Says Press Chief;
Another Viewpoint Shows Advertising Slant*

By H. Z. MITCHELL

*President Minnesota Editorial Association
(In "Among Ourselves")*

EVERY manufacturer whose distribution is limited to one store in a community is ready to admit that it is now absolutely essential to inform the prospective customer where the article so liberally advertised in national publications can be purchased in his nearest trading center. To do this, the manufacturer has encouraged the merchant to send out illustrated circulars, advertising pamphlets and postal cards, often asking only for the mailing list and assuming the entire cost of the distribution.

Many manufacturers have, however, substituted country newspaper advertising for the direct-by-mail campaign. That their results have been even more satisfactory is apparent from the increasing number who are changing, and from their apparent desire to keep the results to themselves, knowing, as they do, that it sometimes does not pay to pass on a successful trade secret to their competitors. A city-trained publicity man who does not appreciate the thoroughness with which the average country paper covers the community may have some difficulty to appreciating the advantages of the newspaper advertising method over the circular campaign but to the man familiar with the country field it is an open secret.

IT IS a peculiar town in which all newspapers do not reach *all of the reading public*. The circular sent out by the manufacturer is handsomely illustrated because the manufacturer knows that he must do something to attract the attention of the prospect and insure attention. *The newspaper provides this reader interest by its news service and features.* The cost of printing and mailing five hundred circulars would, in the average community, pay for a good sized advertisement that would reach many times five hundred even if it had to be inserted in two papers.

The increased mailing rates may have a trifling effect on the income of the job department of the average weekly, but this decrease will be more than offset by the increase in co-operative advertising if the newspapermen are alert enough to take advantage of the situation and point out to the manufacturers the logical and natural remedy. (This is worth reading twice.—J. L. M.)

A field secretary right at this time could earn his yearly salary in one

month's educational campaign directed at the manufacturers (of any section of the country) alone."

WILL WEEKLIES MISS BIG OPPORTUNITY?

By J. D. DEAN

*Glendora (Calif.) Gleaner
(So. California Editor)*

I FEEL that the country press is not overcharged under the present law. But the danger lies in the future, and we must arouse ourselves to the danger that threatens us. The new law did not prove satisfactory.

The increased rates made the cost to the big dailies so high that they found it cheaper to use the express or to use private conveyances. Revenue was thus lost to the post office department.

The new rates on private postal cards which was double the former rates, has resulted in an increased use of the government postal cards. The big private card dealers report a loss of 50 per cent in sales. This means an immense loss to the postal revenues and an increased cost to the government which furnishes cards free, charging postage at one cent.

THESE and other similar facts mean a demand for a further increase in the rates and a new law is certain to be passed by the Congress which will meet in December.



H. Z. MITCHELL

GOVERNMENT ENVELOPES

H. C. HOTALING, *Executive Secretary of the National Editorial Association*, "The Federal Government furnishes envelopes printed and delivered at \$1.56 a thousand. This is exclusive of the stamps, and after deducting the parcel post and registry charges, practically the price which the local printer must pay for a thousand plain envelopes.

"The printer is obliged to maintain an office, pay his own clerks, and must of necessity have a profit in order to take care of these overhead costs. On the other hand, Uncle Sam with several thousand postal employees acting as agents in selling goods at less than cost, presents a situation that is anything but comforting to the printer who is endeavoring to make an honest living.

In selling goods without figuring overhead costs it is very plain to be seen why the Government is unable to maintain its Post Office Department on a paying basis.

"The country publishers cannot compete in any such game. The handicap is too great. The printers have millions of dollars invested in the United States on which they are paying taxes, and that they should be singled out as the one industry demanding Government competition is indeed to be regretted. It is not in keeping with business principles; it is a step into socialism."

The big mail order houses will be there demanding a reduction of rates and doing away with the zoning system.

The big dailies will be there demanding a reduction in rates.

A hundred other big users of the post office department will be there demanding a reduction of their rates. *Right there is the danger we all face.*

It is human nature to listen to anything which makes a big noise, and the bigger the noise the more attention it attracts. Most of the interests now appearing, and who will appear before Congress, have the best brains money can buy to look out for them.

Every editor should know his congressman and have a plain talk with him. Explain our impregnable position and see that he understands just what is needed for our protection.

Let us stand first for the retention of the zone system.

Let us stand for the retention of the free county delivery system.

Let us stand back of the National Editorial Association by our annual dues so it can protect us in Washington.

WHEN THEY ASK FOR "MARKETING HELP"

IF WE give accurate and reliable answers to these (following) questions for any given area, we have a more correct and complete picture of the market of that area than any one now possesses, according to Dr. Daniel Starch, Harvard University, Director of Research, American Association of Advertising Agencies. "NPJ" prints the questions (there are only six) and submits that they ought to prove valuable guides to those who are floundering as to their own, and their neighbors', "services to advertisers"—volunteered, or demanded by advertisers. They are taken from an address by Dr. Starch to the Association of Newspaper Advertising Executives.

1. Who has the purchasing power within the area covered by a given newspaper to buy a given product?
2. How many of this buying power are there within this given area and how many of them may buy or need this product now or in the future?
3. Where, geographically within this area, do they live?
4. To what extent does a given newspaper reach the people within its area; that is
5. How many people of each degree of buying power does a given newspaper reach, and
6. What standing does a given newspaper have in the minds of the persons in each class of buying power?

DR. STARCH also pointed out "the main sources of waste in our activities (as to distribution of merchandise, in connection with advertising) is lack of knowledge as to:

1. Whether there is a market for a given product.
2. How large the market is for that product.
3. Where that market is.
4. How difficult a task it is to reach that market and what is involved in reaching it.
5. How a given market may be reached with sales messages, and
6. What kind of sales message will be most effective.

Waste is also due to:

7. To lack of proper co-ordination of all the sales and advertising activities in a given program.
8. To untruthfulness and the resulting lack of confidence, and
9. To the selling of products or service which do not have a useful place in society.

AND, WHO'S A NEWSPAPER MAN?

FORD'S Independent says: "Barbers are not responsible for the hats of their customers, in a decision handed down by a New York judge who held that 'the barber is a craftsman laboring for wages, not a capitalist conducting a business of trade and trust.'"

MOST REMARKABLE PRIZE EVER TAKEN BY ANY PUBLISHER IN THIS COUNTRY



JOHN C. LOCHNER'S GRAND TREASURE CHEST

*Louisiana's Award in 1925 Membership Contest of
N. E. A., the Winner, and the Next-High Competitor*

J. C. LATIMER, Staunton, Va., publisher (right) is "snapped" as he was extending congratulations to Mr. Lochner, Sarasota, Fla., while looking over the First Award, entitled "The Louisiana Treasure Chest." Now, what was in the chest? An amazing lot of fine things, as the following inventory shows:

24 Packages Luxury Spaghetti	Tujaque Products Co. New Orleans
2 Packages Ivory Garters	Ivory Garter Co. New Orleans
3 Boxes, 2 bags, 2 bricks, Myles Salt	Myles Salt Co., New Orleans
4 Packages Cream Rice	American Rice Products Co., New Orleans
1 Large Can Luziane Coffee	Wm. B. Riley Co., New Orleans
15 Pound package Sugar	Henderson Sugar Refinery, New Orleans
1 Dozen bottles Vanilla Extract	Moore Drug Co., New Orleans
1 Gallon Thurnal oil	Marine Oil Co., New Orleans
1 Dozen bottles Shild Pepper Sauce	B. F. Trappery & Son, Jeanerette, La.
4 Gallon cans Rabbit Syrup	Penick & Ford, New Orleans
6 Dozen bottles McIlhenney Tobasco	McIlhenney Co., New Iberia, La.
6 Pound cans Syrup	Penick & Ford, New Orleans
1 Cotton Bale, (for Pralines)	Fuerst & Kraemer, New Orleans
3 Cans Syrup	Crocket & Weil, New Orleans
5 one pound bags Rice	Charles E. Cormier, New Orleans
11 Bottles Cordial	L. E. Jung & Wulff, New Orleans
6 Bottles Sazerac	Jackson Brewing Co., New Orleans
6 Bottles Jaz	Jackson Brewing Co., New Orleans
1 Bottle Ink	New Orleans Ink Co., New Orleans
12 Bottles Evangeline Tabasco	Evangeline Pepper Products Co., St. Martinsville, La.
20 Zatarain Products	E. A. Zatarain & Sons, New Orleans
1 Box Empire Shrimp	Empire Packing Co., Empire, La.
12 Glasses Trappery Pecans	B. F. Trappery & Son, Jeanerette, La.
12 Glasses Small Fig Preserves	B. F. Trappery & Son, Jeanerette, La.
2 Large Glasses Fig Preserves	B. F. Trappery & Son, Jeanerette, La.
4 Bottles Trappery Peppers	B. F. Trappery & Son, Jeanerette, La.
12 Bottles John Strawberry Preserves	Chas. Weinberger, New Orleans
12 Pieces LaValliere	LaValliere Co., New Orleans
1 Box Heavenly Hash	Heavenly Hash Co., New Orleans
4 Bottles, 3 asst. sizes, Prophitol	Green Blane Co., New Orleans
1 P-P-Tol Talcum Powder	Green Blane Co., New Orleans
1 P-P-Tol Tooth Paste	Green Blane Co., New Orleans
1 P-P-Tol Powder	Green Blane Co., New Orleans
12 Cakes Wonder Root Soap	Green Blane Co., New Orleans
1 Miniature Cedar Chest	Peerless Cigar Box Co., New Orleans
1 Bottle Mo-Mar-Ma Marmalade	Holiday Grove, New Orleans
2 Boxes Tie and Hdki. Combination	Dahlson & Co. New Orleans
1 Book of New Orleans	Charles E. Gilbert, Jr., New Orleans
1 Bottle Nutritive Elixir	Meyer Bros. Drug Co., New Orleans
12 Pralines	D. H. Holmes, Ltd., New Orleans
3 Pair Ladies Hose	Floradel Knitting Mills, New Orleans
3 Extra Pair Ladies Hose (mailed)	Floradel Knitting Mills, New Orleans
6 Large Bottle Preserved Figs	Goodman & Beer Co. New Orleans
1 Order for Haspel Wash Suit	Haspel Brothers, New Orleans
1 Cedar Chest, about 2x2x6 feet	New Orleans Chamber of Commerce

WRAP SINGLES WELL

*Just How to Do It the Best Way, by
a Prominent Manager of Circulation*

By W. P. WILSON

HUNDREDS of daily papers fail to reach their destination every day because they have not been properly wrapped and dispatched. First of all a good quality of paper should be used for the wrapper, and care should be used in the wrapping and dispatching. The Postoffice is giving attention to prompt delivery of newspapers. The newspaper should give all the assistance possible.

In order to get the paper home quickly, the single wraps should be so routed on the galleys that all papers for a certain R. P. O. will be tied in a bundle and then the dispatching is made easy for the railway or post office clerk.

All single wraps should be laid out in the mailing room with at least one inch space left for paste. The various R. P. O. bundles should be separated when laid out.

The address label should be far enough from the paste end of the wrapper that the paste will not soak through and loosen the name label.

Care should also be used in applying the paste on single wraps, and it should not be smeared about so that the papers will stick together when tied in bundles.

SINGLES should not be rolled, as they will not have the carrying capacity and the newspaper is more apt to be torn when the wrapper is removed. The single, wrapped flat, has the advantage of a greater carrying capacity because it is springy and will stand the handling. It also has another advantage over the rolled single—the post office clerk or the R. P. O. man can easily find the name and address, while on the rolled single he has to turn it over and over. Speed and accuracy are two things necessary for a post office clerk, and the flat single gives him the advantage.

The single copy should also be wrapped in such a manner that the wrapper will be folded with the first fold of the paper. This prevents the wrapper slipping from the paper, thus leaving a paper in the mail sack or post office without a name. Hence a disappointed reader.

Many newspapers use the light Kraft paper for wrapping, and in my opinion this is the paper that should be used to avoid all complaints from subscribers and R. P. O. clerks. A good quality of Kraft seldom becomes torn and the paper is sent home in good condition.

The wrapper should also be cut so as to cover the entire paper, otherwise the edges of the paper become torn and often on the fold the print becomes shop-worn and difficult to read.

A paper of more than 20 pages should be wrapped on the half fold as the quarter fold makes too much bulk and the wrapper is liable to be torn.

LIKE many of our ministers, I do not practice all that I preach, for in our own office old newspapers are used for the single wraps with the exception of all foreign singles. The old papers are cut to the correct size and the label placed on the wrapper with a Horton Mailer, and these laid out according to



W. P. WILSON
Circulation Manager,
Washington (Pa.) Observer, D.

the R. P. O. that serves the various sections. We have some complaints from subscribers at a distance stating that sometimes the wrapper has been torn and sometimes the label destroyed. A paper wrapped with Kraft paper or some heavy pink material presents a better appearance than the old newspaper wrapper. One subscriber complained not long ago that she did not like the looks of the old newspaper.

Despite the fact that the publishers, as well as the post office department, are giving the single wrap more attention today than ever before, they are not getting home as they should. Following an investigation the papers will go O. K. for a short time but soon they are back one day late.

A SOCK on the foot is worth two on the jaw.

BUS LINES ACTING UP

A NEW angle for newspapers which follow the establishment of bus lines is shown in a report reaching headquarters from a middle west state. When busses come into a territory they seem to be willing to help newspapers open new territory with low rates and other co-operation. When the newspaper finally gets the field well established the bus rates for handling the papers go up until they become prohibitive, and then the publisher is up against the situation of letting go of a field that has cost him much money to develop or else pay the busses such a rate that the field becomes a losing venture. The Iowa Daily Press Association is interested in the subject, considering putting the bus situation for carrying newspapers under some sort of regulation by the State Railroad Commission.

—S. N. P. A. Bulletin

"LINOTYPE" ADOPTED AS A FRENCH WORD

NEWSPAPER workers, will be interested to learn that the French Academy, which is pursuing its task of preparing a new edition of the standard dictionary of the French language, has officially accepted the word "linotype" for inclusion in its monumental work. There was some discussion, but it was eventually conceded that the expression, which is a convenient condensation of the three words, "line of type," is so freely used that it deserves to be recognized de jure as well as de facto, as the diplomatists say. Thus "linotype" becomes a good French word as well as a good English word—Boston (Mass.) Christian Science Monitor, PARIS CORRESPONDENCE.

SPACING

WHEN he first came to see her,
He showed a timid heart,
And when the lights were low,
They sat this far apart.
But when this love grew warmer
And learned the joy of a kiss,
They knocked out all the spaces
And sat up close like this.

—Typographic, by
Edwin H. Stuart, Inc.
Pittsburgh, Pa.

U. S. POSTOFFICE A HUNDRED AND FIFTY

BEN FRANKLIN was appointed the first postmaster general of the United States in 1775. He had previously served as deputy postmaster general of the Colonies for at least 20 years.

Editorial

WHO WOULDN'T SWAP PLACES WITH "JIM BUGLE, COUNTRY EDITOR?"

By JOHN L. MEYER

WHO wouldn't, indeed, swap with him? What great city publisher or printer wouldn't, *if he could*? But, be that as it may, it will be refreshing to read this little piece about "Jim Bugle," happy and sweet-minded, in a little village print-and-newspaper shop, in an out-of-the-way place, down in Ol' Missouri. "Blessed are they that comfort, for they shall be comforted!"

The following was offered to "NPJ" the other day as a news feature, by J. Willard Ridings, a student of Journalism at Columbia, Mo. It is hoped that our readers will be glad to read it, be happier for reading it—encouraged, if they should need it—*blessed!* What a fine Thanksgiving-time editorial nestles in the lines of the simple story of "Jim Bugle!"

J. L. WILCOX, for forty-eight years editor and publisher of the Ashland (Mo.) *Weekly Bugle*, was honored by his community and his fellow publishers on October 23, 1925 by an "Appreciation Picnic."

Mr. Wilcox began publication of the *Bugle* in April, 1877. Publication as a monthly had begun two years before that, but the owners, a lawyer and a merchant, had not had the time to devote to the paper to make it a success. They offered the equipment to Wilcox *free of charge* if he would undertake the publication of a weekly newspaper!

"I didn't know then what I was getting into!" he laughs. "I solicited subscriptions in the community until I had a list of 245. I thought this would do to start with, and planned to enlarge it later. Well, the list did enlarge, but not through any

effort of mine. I've had plenty to do without soliciting subscriptions. But the list has trebled itself just through the natural in-

the Bugle. Now the grandsons and granddaughters are putting their names on the list."

MR. WILCOX is known by all his friends as "Jim Bugle." And well he may be called by that name, for he and the *Bugle* are as one. For forty-eight years he has written all of the copy, set the type at the case, done the press work, mailed, and performed all the thousand and one other tasks incident to issuing a country weekly.

The *Bugle* is a four-column, eight-page, half size weekly. Until just a few months ago Mr. Wilcox had issued it as a one-man proposition. But recently advancing age has made it necessary for him to call in a printer to help him.

ASHLAND is a small inland town in Missouri, midway between Columbia, the seat of the state university, and Jefferson City, the state capitol. It has a population of about 200.

The entire community turned out for the "Appreciation Picnic." Every member of the Missouri Press Association was invited. Many came. Dean Walter Williams of the Missouri School of Journalism and president of the Press Congress of the World was the principal speaker.

"Jim made one condition when we told him what we were planning to do," relates the Rev. H. P. Ceavens, chairman of the committee on arrangements. "He said we could go ahead and have the picnic (though he couldn't see where it was coming to him) if we would agree not to call on him to say a word!"

"But Jim's word has been said. He has been saying it in this community for nearly half a century. We wanted to let him know that we appreciate it."



"JIM BUGLE"

J. L. Wilcox, Publisher
Ashland (Mo.) *Bugle*

crease of children from one generation to another.

"When the sons and daughters of the original 245 married and made homes for themselves they came around and subscribed for



WHENCE THE BUGLE
SOUNDS

Modest But Beloved Home of
a Famous Country Weekly



National

Send An Idea

PUBLISHER-PRINTER ROUND TABLE

Covering the United States and Canada



ALBERT W. FELL

Manager, Pennsylvania Newspaper Publishers' Association, Harrisburg, Pa.

THE Pennsylvania Newspaper Publishers' Association, with new offices at 405 Telegraph Bldg., Harrisburg, Pa., is the gathering together of a number of Pennsylvania associations—sectional both as to territory and class of newspapers. The movement is noteworthy in American newspaper history and indicative of greater and better things to come in organization work.

The leaders are calling out: "A local, state, regional and national association for every publisher-printer!" The bankers did it long ago. Many other vocations, professions and businesses have done likewise. The results are well known to every publisher. Now the publisher is awakening to the need for following and improving upon these examples.

IN choosing Mr. Fell for the post of perfecting and managing the Pennsylvania organization, the publishers of the state got a man who made a remarkable record as manager of the New England Daily Newspaper Association. In making the change, Mr. Fell made some real sacrifices.

In New England, the dailies have accomplished a great deal: Checked legislation, and scales and contracts; provided accounting and cost methods; helped organize collection methods; shown publishers where they were "off" on department costs, and why; gathered a file of forms used in newspaper printing plants, of great value; helped on advertising problems, plant layout, mechanical equipment, fire protection, heating and lighting and ventilating problems, welfare work, circulation matters, and so on. There are good things in store for the Pennsylvanians.

PERSONALLY—Mr. Fell is a 32d degree Mason, Elk and Rotarian, and his hobby is boys' work. He has newspaper-management, and printing house executive experience.

—J. L. M.

CHECKER GAMES ON FRONT PAGE

Cornell (N. Y.) *Service Sheet* reports that "checkers are front-page news in Gowanda, and front-page top-of-column news at that, according to the Gowanda *Enterprise* which prints detailed accounts of a checker-playing exhibition and tournament, with comment on the individual prowess of players. This is the kind of news that country weeklies can well afford to emphasize more strongly. (And, the big ones?)

MORE ADVERTISING

A LITTLE PIECE, WITH MEANING

Advertising, without merchandising, is much like a cigarette without a match. The cigarette is perfectly good, but there isn't much satisfaction in it until the match is applied.—

—Standard Rate & Data Service Digest

EVER BEEN SUED LIKE THIS?

The New England Daily Newspaper Association asks this question of members, one of the number needing information on the subject: "Did you ever have, or do you know of a case, where a newspaper was sued by a firm for leaving out through error an advertisement of a special sale or auction?"

QUANTITY DISCOUNTS ABOLISHED

According to reports at the recent meeting of the Inland Dailies, a number of member-publishers have found themselves in difficulties because of quoting quantity discounts on national-advertising rate cards, and some are abolishing them. The bottom of the story is that a corporation with several auxiliaries made contracts, presumably for one industry; then, during its life, subsidiaries would try to come in under the tent at the discount rate.

TO HELP "BRING UP" AD MEN

Through the co-operation of the Southern California Editorial Association and advertising men of Los Angeles, the University of Southern California will become the center for instruction in not only newspaper work as a whole, but specializing in advertising and production. Practical features of the course will include market and merchandise surveys by the students and training in the solicitation of advertising by student crews assigned to various dailies in the Southern California field.

BANKS ANSWER FLORIDA BOOSTERS

The tremendous advertising in connection with the Florida land boom is being answered in a number of larger cities by co-operative advertising of the local banks. In Columbus, Ohio, the banks are asking "What Are You Going to Do When You Get There?" and advising unemployed persons to stay at home and look for jobs.

ADVERTISING TYPE—BLACK OR NOT?

The movement against the over-use of black type and cuts in advertising, one advertiser trying to "out-shade" the other, has been supplemented by a discussion at the annual of the Audit Bureau of Circulations, newspaper group, following Jason Rogers' strong argument against the "black" practice. The best method, it was informally voted, for discouraging advertisers from it is to "educate them that they will get better results by appearing in genteel dress rather than in overalls."

SOMETHING TO THINK ABOUT

Retail furniture stores in some cities are advertising acceptance of used furniture as part payment for new, something like the second-hand automobile proposition. The Association of Newspaper Advertising Executives has made an inquiry as to how the practice is growing and going. In 86 of 112 cities, or 77%, one or more stores use the plan. Eighty-one of the eighty-six newspapers that reported trade-in plans in operation, stated that the retail stores operate their own second-hand store or a second-hand department in their main establishment.

"NPJ" ROUND TABLE

(CONTINUED)

The remaining five newspapers stated that the stores in their city resell the old furniture to separate second-hand stores for disposal to the public. In practically every instance, the newspapers stated that their local dealers who operate a trade-in plan, consider it to be "very successful and profitable."

HOW TO INCREASE ADVERTISING LINAGE

T. K. Kelly, Kelly Sales System: "I think the whole thing boils itself down to the need of the average dealer, the man whom newspaper advertising could bring from a comparatively small business man to the top. It is to him that the newspapers must look for the future development of a greater market for newspaper advertising. He has no confidence in himself as an advertiser. So it seems to me that the problem of broadening the market for newspaper advertising is a problem of assisting the potential users of newspaper advertising with ideas. They need to be encouraged and they need every possible assistance. It is up to you in the profession to develop this service for the small advertiser. Visualize his position and his problems and develop your service to meet them."

DEPARTMENT STORE ADVERTISING

George Cohen, President Foley Bros. Dry Goods Co., Houston, Tex., to A. N. A. E.: "I'll cite you the sort of space salesman I like to talk to. There is in the city of Houston an old-timer. There is nothing florid about him, he's never been a five-figure-a-year man or a luncheon talker, but I know he is a student of advertising."

"Last January the number of our monthly mail orders did not show its usual increase, and we began to take stock of ourselves. We could find nothing out of order, and so we sent for our old friend. He made a thorough investigation, both in our store and in his plant. He checked up to see if our copy was sent in early enough to reach mail editions, etc. Nothing seemed out of order."

"But he solved the riddle. He went further than our respective businesses for he took into account weather conditions and showed us that the exceptionally fair weather had brought customers to our doors who had been in the habit of ordering by mail."

"Bad weather is productive of increased mail order business."

BREAKING RECORDS IN IOWA

A front-page display in the weekly Storm Lake (Ia.) *Pilot-Tribune*, the other day, said in part:

The Storm Lake *Pilot-Tribune* is carrying today the biggest single advertisement ever published in any Iowa newspaper to the best of our belief—four full eight column pages for the Staple Store.

A thirty-two column display advertisement, we believe, breaks all records in the weekly newspaper field in this state.

In addition to the advertisement, the Staple Store is issuing 5,500 bills thru the *Pilot-Tribune* presses, giving this huge display a circulation of around 8,500 and completely covering every section of Buena Vista and adjoining trade territory.

Such advertisements as this are only issued by big institutions and it speaks volumes for the progressiveness of Messrs J. A. Halberg & Sons, Fred Foster and Tom Eilers. We urge our readers to read this advertisement carefully. It will save you money. As a matter of fact you should read every advertisement in the *Pilot-Tribune* every week. From every viewpoint it is to your distinct advantage to read your *Pilot-Tribune* "from cover to cover."

COMMUNITY BUILDING

THIS TELLS A BIG OPPORTUNITY STORY

The following definition of a community newspaper was given before the Illinois Press Association's 1925 annual meeting by Homer B. Clemons, Blue Island (Ill.) *Sun-Standard*: "It unifies community interest. It serves as a chronicler, a builder and an educator. The community weekly is more than this. It is the echo of the community's voice, a spokesman of the community's mind, a reflection of the community's vision, a champion of the community's rights and a direct avenue of the community's progress."

LARGE PAPERS USE NEW IDEAS

The New York (N. Y.) *World* now has a nature editor who conducts groups of readers on Sundays into the country about the metropolis to study birds, flowers, minerals and other phases of nature. A feature along this line is carried every

day. The editor, Prof. Swift, is an expert in nature subjects, comes from a newspaper family, and is the father of Otis P. Swift of the United News.

The Milwaukee (Wis.) *Journal* is conducting art exhibits in its fine new building, attended by thousands. Once a week a half-page is devoted to pictures and descriptions on the editorial page. Exhibitors must be residents or former residents of Wisconsin.

TOWN CREED BY A NEWSPAPER

The Thayer (Kans.) *News*, weekly, has published and is working for the following town creed, entitled "Helping Thayer Grow":

I will speak a good word for every fellow business man, —even though he be my competitor.

I will vote at every election, putting the future of Thayer ahead of my own present hour interests.

I will not support a mail order house or buy from my own wholesale houses, personal articles not stocked in my store. Rather, I will patronize my fellow merchants as I want customers to patronize me.

I will try to buy stock in some local industry, thus helping to build up payrolls and values in my home town.

I will try to keep my store attractive, going forward each year in stock and fixtures instead of backward.

I will keep my lawn neat and help make my street the most attractive street in all Thayer.

I will attend some church every Sunday.

I will ever work for enlarged school facilities.

I will give a job to every Thayer girl and boy I can employ to get them interested in thrift and economy.

I will thank God my home is in old Thayer, and not Chicago or China.

CIRCULATION BUILDING

FORMAL APPROVAL FOR CARRIERS

Hubert Johnson, circulation manager of the Chattanooga (Tenn.) *News*, has taken a lesson from his army service for application to the carrier force of his paper. Whenever a carrier leaves the *News* whose services have been satisfactory, Johnson issues an "honorable discharge and recommendation." It is prepared neatly on stationery of the *News*, with large type designating the nature of the document. It reads, in part:

"This is to certify that....., of....., was a carrier for the Chattanooga *News* from.....19..... to....., 19..... During this period we found him to be faithful, trustworthy and honest, and at the expiration of his term as carrier, he left in good standing. We can unhesitatingly recommend him to any prospective employer." The signatures of the circulation manager and city circulation managers, with the date, are written under the name of the *News* at the bottom of the sheet—S. N. P. A. Bulletin. The Seattle (Wash.) *Star* uses a similar plan.

FREE CIRCULATION IS SCORED

The dailies' division of the Southern California Association had adopted the following:

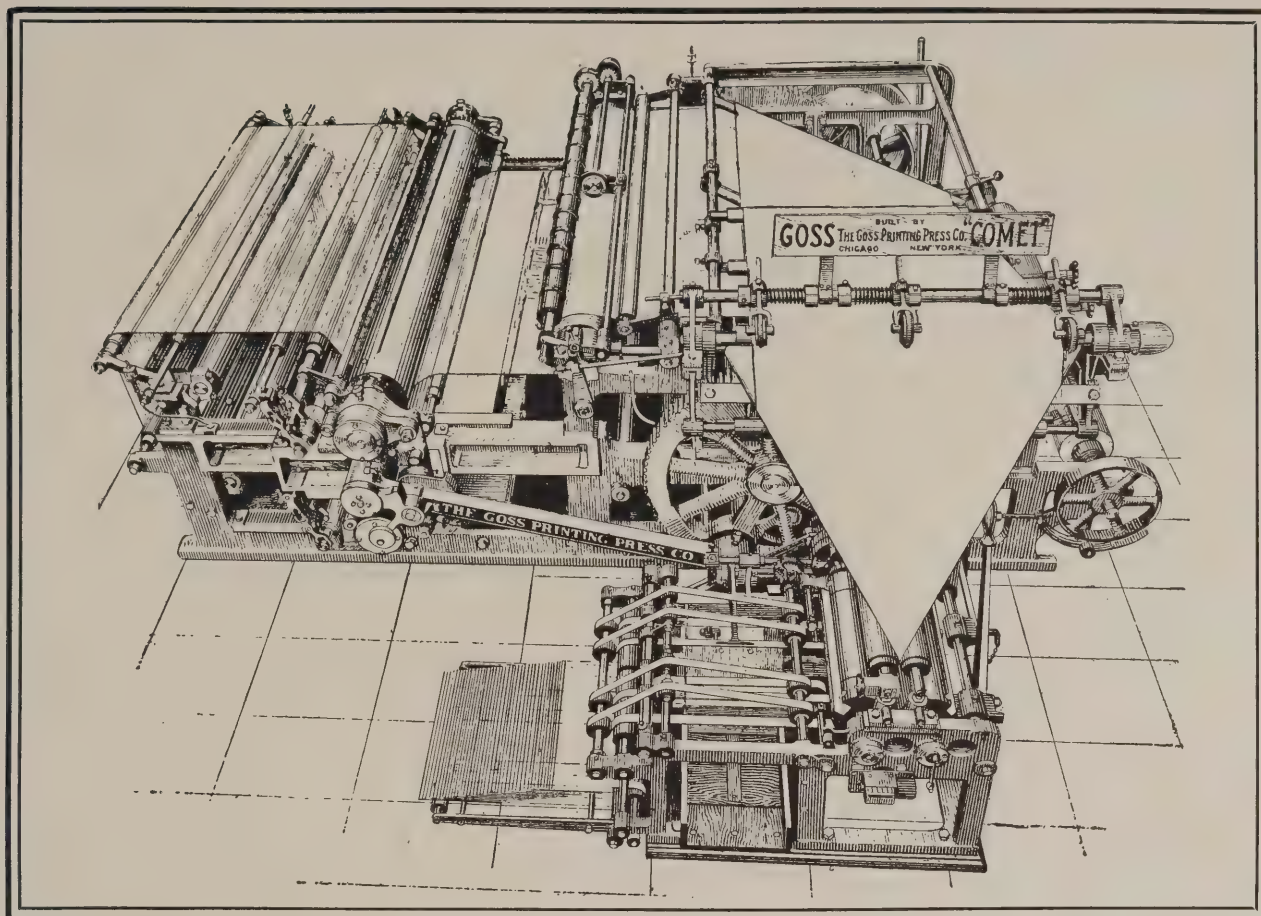
WHEREAS, When the subscriber to or purchaser of one newspaper receives another paper therewith without the payment of anything additional therefor, the circulation of such additional paper is in substance free circulation.

AND WHEREAS, The practice of the Audit Bureau of Circulation in certifying as paid the circulation of a newspaper for which the recipient pays nothing is inimical to the maintenance of highest standards by the bureau and destructive to its policy to promote the best interests of the advertiser,

BE IT RESOLVED, By the Dailies Division of the Southern California Editorial Association that the Audit Bureau of Circulation be requested to so amend its rules and practices that the circulation of newspapers given with other papers without additional charge will not be certified as paid.

INCREASING STREET SALES

R. W. Taylor, circulation manager of the Flint (Mich.) *Daily Journal*, to the Conference of Booth Papers: "The more boys you have on the street, as long as they can all make a fair amount of money, the better your street sales. We find that it is best to have larger boys on the good corners, and smaller boys to work the store fronts and walk the streets between the corners."



"18 Months Without a Single Break of Web"

Reports Crombie Allen, Editor, THE DAILY REPORT, Ontario, Cal.

IT WILL probably interest you to know that we claim the world's record for running eighteen months every day without a single break of web. Of course, this is due to the pressmen as well as the press (a GOSS 'Comet') but it is a good combination.

Users of this "little brother to the big presses" invariably

enjoy an unusual freedom from web breakage. Write us and we will explain in detail the many noteworthy features embodied in the construction of the "Comet" Press.

Send Us a rough sketch of your plant with some idea as to where the roll paper would enter and where you would wish to have the finished papers leave the room. The Goss engineering department will give you a scaled layout of your press room showing the "COMET" press in it. There is no obligation.

Sales of "Comets" are breaking records. It will pay you to investigate before making any decision.

THE GOSS PRINTING PRESS CO. • CHICAGO

*The Goss Printing Press Company of England, Ltd., London
Messrs. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent*

GOSS
"COMET"

LITTLE BROTHER TO THE BIG PRESSES THAT PRINT THE METROPOLITAN PAPERS

Unless You Know the Ludlow of To-day—

"*ARE you acquainted with the Ludlow of to-day?*" a prominent job printer in Chicago was recently asked.

"*Oh yes!*" he replied, "*I know all about it. The concern I was with six years ago was Ludlow equipped.*"

During those six years this man had forged ahead, acquired his own business and had it firmly established, yet he still based his opinion of the Ludlow on knowledge six years old.

Would he be satisfied with the profit he made six years ago? Could he borrow money at the bank on a six year old statement? It would be too absurd to even consider.

Just as he has progressed, so the Ludlow has been forging ahead and, to-day, has developed to the point where it is a radical improvement over the Ludlow of only three years ago.

Is your knowledge of the Ludlow several years old, or up-to-the-minute? Do you know for example, that printers the world over, satisfied only with the best, have accepted the Ludlow of to-day in preference to any other system? Do you know that even the one man shops are finding in the Ludlow a new economy in time, space and labor saved—a new way to speed up production.

The ELROD

An unlimited quantity of leads, slugs and plain rules--this is what the Elrod brings to you. Learn how you can produce all the material you need at a cost that makes the Elrod an absolute necessity.

Last year's information gives false ideas—your progress depends on keeping in touch with the latest ideas in composing room practice. Let us tell you what the modern system of composition is accomplishing in job shops the world over.

Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago

San Francisco: 5 Third St.
Atlanta: 41 Marietta St.

New York: 63 Park Row
Boston: 261 Franklin St.

LUDLOW QUALITY COMPOSITION



"NPJ" ROUND TABLE

(CONTINUED)



DEFERRING STOPS IS HELPFUL

This idea can be applied by adaptation in the case of a weekly. Carriers of the Atlantic (Ga.) *Journal* are told when subscribers want to stop their papers in the middle of the week to tell them the charge will be 10 cents for the Sunday edition and 3 cents for each other paper and that by taking the paper until Saturday they can get the paper for the remainder of the week for practically nothing. Carriers offer to call Saturday and collect for the week and to stop the paper then if the subscribers wish them to. In many cases, the *Journal* reports, the subscribers by Saturday have forgotten why they wanted to stop. Where persons are moving, provided the paper is transferred to their new address, the 10 cent rate for Sunday and 3 cents for daily editions does not apply.

SELLING JOB WORK

ANOTHER SPECIMEN OF MAIL PROMOTION

The Iron River (Mich.) *Reporter* Publishing Co., has issued "The Reporter Catalogue of Designs" it is neat and classy, but not expensive; contains specimens of letterheads, business cards, bill heads, etc., etc., and shows type available for calling cards and similar printing. A letter sent with the booklet is also of interest to those looking for ideas:

The three most important things to you when you buy printing are: Quality of Workmanship, Service and Price. These are the things that you demand.

It is with pleasure that the Reporter Publishing Company is now prepared to announce that with the addition of new equipment, new type faces and new methods in their printing plant, they are prepared to meet all competition based on any of the three requirements of the public.

As to the quality of workmanship, we need but call your attention to the pamphlet enclosed with this letter. This is an actual sample of work produced by us.

Service: Here is where we not only meet competition but excel. We give you 24 hours service. Besides this important feature of our service, we are in position to assist you with layouts of advertising, special office forms, or in making up announcements or collection circulars.

Price: Every estimate we make is based on low costs. We have no hesitancy in quoting prices in competition with any printing firm.

Just phone us and we will be glad to come to your place of business to give you prices. A call places you under no obligation to buy.

SELLING TO THE NEWLY-WEDS

Donald O. Ross, Washington (Ia.) *Democrat*, describes a simple but effective plan for "NPJ" readers: "With two objects in view, the Washington *Democrat* is using direct mail advertising in a new and profitable manner.

"A list of selected prospects—those in the buying mood, is used as the basis for the idea. As wedding licenses are issued to couples in Washington County, a very attractive card of congratulations is sent to the bride and groom.

"Two results come directly from this piece of mailing matter. In the first place, wedding announcements are often needed and naturally, the *Democrat's* job department is given first consideration. In the second place, a new home is to be made and the young couple must start buying. The Washington *Democrat*, having been brought to the attention of the newlyweds, will naturally receive first consideration when a newspaper is considered."

MANAGEMENT : ACCOUNTING

WHAT IT COSTS TO WRITE LETTERS

From a recent circular of the Columbia Ribbon and Carbon Co., New York: "A fair distribution of the cost of 1000 business letters has been estimated as follows:

Salary of Executive who dictates	\$125.00
Stenographer and Typist	80.00
Overhead (rent-heat-light-depreciation-etc.)	32.53
Stationery (copy sheets-envelopes-note books)	26.80
Mailing (stamps and labor)	24.50
Filing	6.00
Carbon	.70
Ribbons	.83 1/2
TOTAL COST—	\$296.36 1/2

*“That’s
Real
Metal”*

Wherever Quality
Metals Count . . .
Gardiner Metals
Are Used!



GARDINER METAL COMPANY

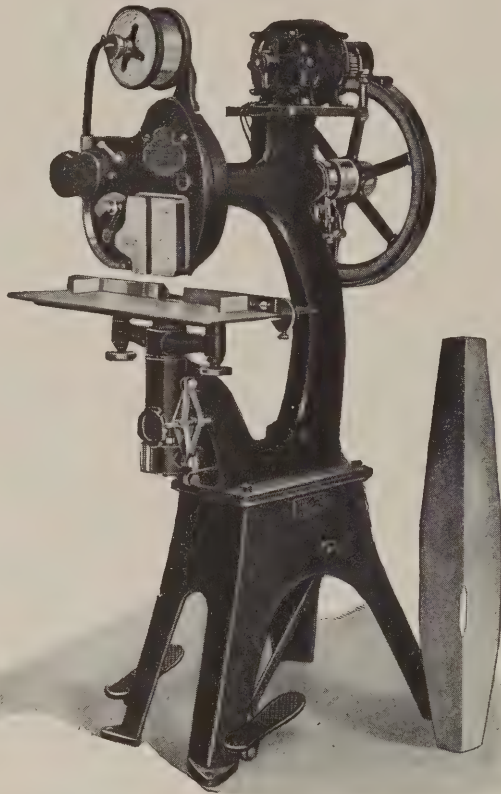
Established 1901

1356 West Lake Street, Chicago, Illinois

LINOTYPE / / / MONOTYPE / / / STEREOTYPE

MORRISON "PERFECTION" WIRE STITCHERS

*Built in Sizes to Meet
Your Requirements*



Shown above No. 3-J is designed to provide a complete wire stitching department in one machine. Capacity, two sheets to seven-eighths of an inch. Takes wire 28 to 30 guage round or flat. Only one adjustment. No. 3J Belt Drive, price \$375.00, complete. Motor equipment for direct drive, \$77.00 extra.

© © ©

[MORRISON]
Sales and Service

© © ©

C. I. Johnson Mfg. Co.

Sole Northwest Agents
Saint Paul, Minnesota

"NPJ" ROUND TABLE

(CONTINUED)

"The figures are based on 25 working days — 40 letters per day. The cost of carbon and ribbons will be even less if purchased in greater quantities."

"DON'TS" FOR ESTIMATORS

Roger W. Wheeler, to Washington (D. C.) Typothetae: "Don't estimate on a job until the customer shows you the copy. Customers go to a printer and say, 'I want a booklet printed about like this,'—and they produce a printed job. 'What will it cost me? I haven't got the copy yet but you can figure on a job of this size.' Not once in a hundred is the copy anything like the one used as a sample.

"Don't estimate a job containing a large percentage of figures (and by this I mean figures run in with reading matter) as straight composition. You should add from 10 to 40 per cent extra, according to amount of figures in job.

"Don't estimate on a job containing a long list of names run in without charging one and one-half price for same. A list of twenty-five or more names run in is charged for at the rate of price and one-half."

WHY DO WE KEEP ACCOUNTS?

It's wise to get a clear idea of the whole thing, and refresh this occasionally. A writer in the Typothetae *Bulletin* recently reviewed the purpose of accounting as follows:

1. To determine the amount of the original investment.
2. To show the prosperity of the business.
3. To know the net worth of the business as at any given date.

PRODUCTION ANGLES

WHEN COST OF OPERATION IS ALIKE

Carl A. Jettinger: "Two machines will have similar cost of operation only if they cost about the same, occupy about the same floor space, require about the same expense for labor, upkeep, light and power, can be operated about the same length of time before they must be discarded and are used one just about as much as the other."

NEW NEWSPAPERS, OFFICES, PLANTS

Edmonton (Alb.) Western News.
San Pablo (Calif.) Bee.
Elsinore (Calif.) Leader.
Gilroy (Calif.) Evening Dispatch.
Rosemead (Calif.) Review—Wendell Chambers.
Salida (Colo.) Mail—Bought new building.
Swink (Colo.) Weekly News.
Homassassa (Fla.) Daily News—Frank Greenway.
Lake Worth (Fla.) Leader—Daily.
Tampa (Fla.) Morning Telegraph.
Dupont (Ind.) Tribune.
Jeffersonville (Ind.) Clark County Tribune.
Marne (Ia.) Record.
McDonald (Kans.) Standard.
Gulf Coast (Miss.) Guide.
Arcadia (Neb.) Tribune—O. S. Runnels.
Upham (N. D.) Leader.
Mannford (Okla.) News.
Redelm (S. D.) West River Progress.
Handley (Tex.) News.
Texarkana (Tex.) Journal.
Green River (Wyo.) News.
Sheridan (Wyo.) Journal.

DAILY NEWSPAPER VENTURES

A report on "dailies launched by local unions" of the executive council of the International Typographical Union, recently published in a number of places, find "the following pertinent reasons are responsible in a large measure for the failure which has in all cases resulted from these daily newspaper activities:

- "1. Lack of sufficient financial backing.
- "2. Absence of sound business policies, due to inexperience of promoters.
- "3. Failure of business interests to extend aid in the nature of advertising.

"Members of the Typographical Union employed in daily newspapers for years should be familiar with the enormous financial backing required to establish a daily newspaper, especially when it is necessary to compete with publications which have been in the field for many years."

Two New Tools for Printers

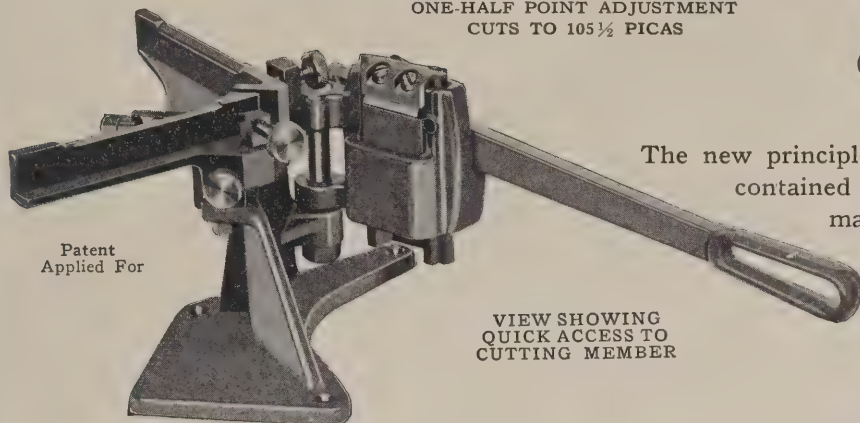
Better Machines
and Lower Priced
Than Other Makes



MICROMETER GAUGE WITH
ONE-HALF POINT ADJUSTMENT
CUTS TO 105 1/2 PICAS

Just drop us a
card and get
your circular.

Patent
Applied For



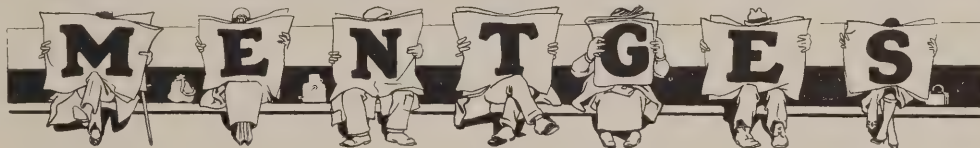
Patent
Applied For

VIEW SHOWING
QUICK ACCESS TO
CUTTING MEMBER

The new principles for cutting and mitering contained in these two machines will make it easier and better for the compositor. Everything cut and mitered to a GAUGE. No guess work. No more "cut and try."

Cheshire & Greenfield Manufacturing Co.

538 South Dearborn Street, Chicago, Illinois



Newspaper and Periodical Folder Has Not Caused One Minute's Delay

For This Newspaper

THE NORMAN COUNTY HERALD

W. C. LESS, Editor and Publisher

Ada, Minn.

July 29th, 1925.

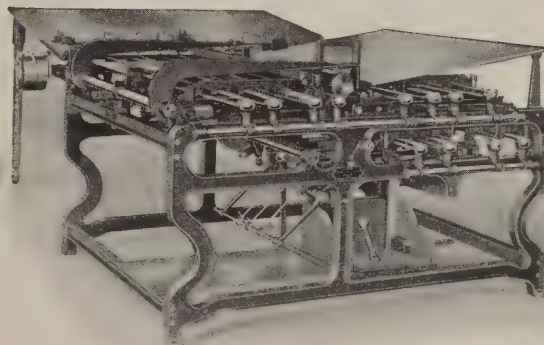
The Mentges Folder Company,
Sidney, Ohio.

Dear Sir:

In December, 1924, we purchased through the C. I. Johnson Manufacturing Company of St. Paul, Minn., a No. 1 Mentges Folder. Since its installation, a month later, the machine has been used in folding all the Herald's editions, without the loss of one minute's time. It folds perfectly and is built very substantially—a lot of machinery for the money, and very little machinery to get out of order.

Respectfully,

W. B. LEE.



Mentges Ideal Newspaper Folder
Sent on Thirty Days Trial

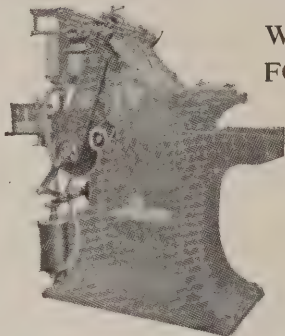
Write for Our Proposition

The Mentges Folder Company
Sidney, Ohio

"Builders of Profitable Folding Machinery"

Columbia
PRODUCTS

The **AUTOMATIC** Plano Flat Bed Rotary Press



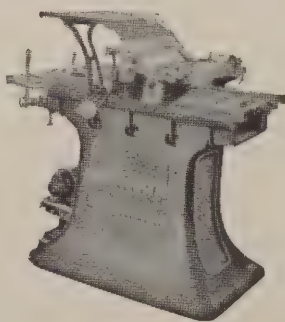
With Automatic Feed

**WILL MAKE MONEY
FOR EVERY PRINTER**

It will handle small size jobs more economically and with less bother and make ready than other presses of its or larger sizes.

The **AUTOMATIC** Plano is the ideal press for the stationer who prints letterheads and other business stationery. The inked ribbon attachment permits the printing of letterhead and circular letter at one time, making this machine very practical for

Letter Houses



For Hand Feeding

The accurate register and positive ink control enable the production of the best grade of work.

Printing Surface

9½" x 12"

Largest Sheet

9½" x 13"

Impressions 1500 to 5000

AUTOMATIC

DISTRIBUTORS

Columbia Overseas Corp.

100 Gold Street

New York, N. Y.

Also LAECO Bronzing Machines

"NPJ" ROUND TABLE

(CONTINUED)

HANDY LIGHT UNDER KEYBOARD

Robert Craw, manager of the LaFayette Typesetting Company, LaFayette, Ind., has had attached to each of the three Linotypes in his battery a neat and handy electric light, to enable his operators the more readily to locate matrices or spacebands which chance to fall to the floor. The attachment is placed beneath the keyboard, just under the back of the lower-case "e." The bulb is protected by a strong sheet iron can which also encloses a switch known as a "canopy" switch, and is operated by the pulling out and pushing in of a button. The lights were installed by a local electrician at small expense; and Mr. Craw considers it money well spent.—*Linotype News*.

REBUILDINGS; NEW HOMES; ADDITIONS

Covina (Calif.) Citizen—In new home.
Wheatland (Calif.) Herald—In new home.
Doerun (Ga.) Courier—Bought new building.
Kimberly (Idaho) Tribune—In new quarters.
Attica (Ind.) Ledger News—In new home.
Exira (Ia.) Audubon Journal—In new home.
Ft. Scott (Kans.) Monitor-Tribune—In new home.
Shreveport (La.) Journal—In new home.
Akron (N. Y.) Journal—Completed new home.
Hornell (N. Y.) Tribune Times—In new building.
Le Roy (N. Y.) Gazette—In new building.
Rochester (N. Y.) Hornell Evening Tribune Times—In new home.
Athens (O.) Messenger—In new home.
Xenia (O.) Herald—In larger quarters.
Chehalis Tenn.) Bee-Nugget—In new home.
Tenino Tenn.) Independent—In new building.

HE NEEDED A NEW IMPOSING STONE

Recently, Editor Roderick Weir of the Lake County (S. D.) *News* needed a new imposing stone, but instead of paying a price for a marble stone he built one. "The coffin for the stone is made out of heavy building material," he explains in a recent issue of the *News*, "and the stone itself is of concrete. The surface of the stone is 31 inches by 80 inches and is worked down smooth until it is as good as one with a marble or slate top and cost less than ten per cent of the cost of a boughten one. It's a peach."

PREVENTING WRONG FONT TROUBLE

A subscriber sends in a clipping (no credit line): "Wrong fonts will never creep into a magazine if the operator: (1) compares matrices he picks off the floor with a mat of the face he is using; (2) keeps mats off the keyboard tray; (3) keeps font distinguisher working; (4) runs in all matrices before changing magazines. (5) keeps mats out of the distributor pan; (6) returns side sorts to their proper place when through with them."

MANUFACTURERS : SERVICES

FOR COMPOSING-ROOM ECONOMY

Printer and publisher alike find most of their problems in the composing-room. The printer must work ahead of an ever-increasing demand for quality, at the same time utilizing every economy of production. The publisher is particularly confronted with time. Bulk of advertising and the newness of news must be compressed within impossible limits for production. Both printer and publisher are solving these problems by making their composing-room equipment flexible and interchangeable.

—*Linotype News*.

PREDICTS SERVICE "AD INFINITUM"

Noticing an advertisement in "NPJ" of the Mentges Folders, William B. Blake, Sr., Emiritus (W. Va.) *News* writes that his office has had one of these folders in operation for twenty-two years. The *News* runs about 3,000 copies a week. The folder, which had been in use in another office before purchase by the *News*, according to Mr. Blake, "has no wear-out to it except in the matter of tapes." He believes it will "be a very useful machine in a country printing office twenty years from now."

DOUBLE EXPRESS RATE IS STOPPED

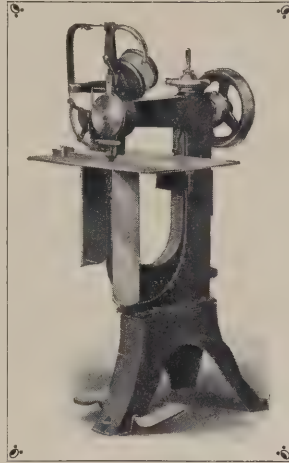
The North Carolina State Corporation Commission recently ordered the express companies to abolish their double rate on newspaper shipments in the state. Publishers showed that

The BOSTON WIRE STITCHER No. 4

For a period of more than twenty-two years the No. 4 BOSTON has given maximum service in thousands of printing offices and binderies.

The No. 4 is the most simple wire stitcher ever designed. All working parts are automatically adjusted by turning the handwheel to gauge the thickness of work—an exclusive BOSTON feature. No tools are necessary in making these changes. Flat work up to one-half inch and saddle stitching

Always Dependable



of every description easily handled. The cutter, driver, feeder, clincher points and the many other parts are single pieces of hardened steel, that are instantly replaced when worn without any mechanical adjustment.

The stitching point on all BOSTON STITCHERS is in plain view of operator, contributing to increased production.

BOSTON WIRE STITCHERS of all sizes are carried in stock at our Selling Houses.

AMERICAN TYPE FOUNDERS COMPANY

GENERAL SELLING AGENT

Sold also by BARNHART BROTHERS & SPINDLER, and in Mexico and South America by NATIONAL PAPER AND TYPE COMPANY

SET IN BODONI AND ITALIC BROCHURE BORDER

Clean Your Linotype and Intertype Spacebands

With the

Rockaway Automatic Spaceband Cleaner



It makes for a perfect lock-up with the matrices.

It trues up the sleeve of the bands.

It prevents the crushing of matrix walls from adherent metal.

It aids in producing better printing.

Will Clean, Polish and Graphite 30 Bands per Minute

All Machines Are Sent on Ten Days Trial

No sale is ever binding upon the purchaser, now or later, unless the machine proves itself of value to the establishment.

Can Anything Be More Fair?

The saving in time and matrices alone will pay for this machine, in one year, in establishments using as few as four linotype or intertype machines.

THE ROCKAWAY COMPANY

3508 Grand Ave. - - Milwaukee, Wis.

Mail This Coupon Today

THE ROCKAWAY CO.,
Milwaukee, Wis.

Gentlemen:

You may send us complete descriptive matter of your Rockaway Automatic Spaceband Cleaner and also list of present users. We have _____ linotype or intertype machines in use. Give No.

Johnsonized

© © ©

A car load of New Series Chandler & Price Gordons and Paper Cutters on hand now. New Machines with all standard equipment.

© © ©

New Morrison Perfection Wire Stitchers and Vandercook Proof Presses on hand.

© © ©

Let us send you information on the full line of Mentges, Liberty and Baum Circular, Job and Book Folders. We have new Folders with Motors as low as \$245.00, to handle the special parallel and right angle folds of circulars, envelope stuffers, etc., so much used now days.

© © ©

There is a wealth of new machinery these days for helping the printer solve his labor problems and get production.

© © ©

Our thirty years of experience is at your service. We have a very complete line of remanufactured machinery which frequently takes care of requirements at a considerable saving in cost. Consult with the Johnsons on your machinery problems.

© © ©

C. I. Johnson Mfg. Co.

New or Johnsonized Machinery
Saint Paul, Minnesota

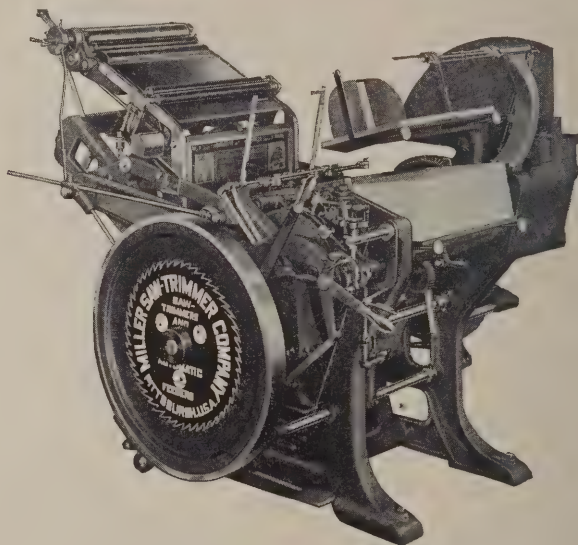
"NPJ" ROUND TABLE

(CONTINUED)

newspapers, under the double rate, could be expressed even from New York cheaper than from Raleigh to points within North Carolina. John A. Park, publisher of the Raleigh *Times*, estimates a saving of \$3,000 a year to the two dailies in that city. W. H. Bagley, former publisher of the Fort Worth (Tex.) *Record* handled the publishers' case.

NEW ADDITION TO THE MILLER LINE

The Miller Saw-Trimmer Co., Pittsburgh, manufacturers of the well-known Miller "High-Speed" Automatic Cylinder Press, Miller Platen Press Feeders, and Miller Saw-Trimmers, announce a new Miller creation, the *Miller Master-Speed Jobber*, already popularly styled the "Printer's Greyhound." It is stated the *Master-Speed* is everything its name indicates—a massively-constructed, perfectly-balanced, light-running mechanism, wholly automatic in operation, with running speeds up to 3600 impressions per hour, with ample speed range to meet maximum practical production limits of any job within its form size, ranging from simple type forms to highest grade halftone and close-register color work.



NEW MILLER MASTER-SPEED JOBBER

It's Been Named "The Printer's Greyhound"

It is indicated that the sheet and form size, $3\frac{1}{4}$ in. x $5\frac{1}{2}$ in. up to and including 11 in. x 17 in., covers 90% of the "run-off-hook" work handled in the average commercial shop; that it will operate unfailingly on all grades and thicknesses of stock, including onion-skin to cardboard, and is readily understood and operated by the average platen pressman, one operator easily taking care of two machines. The thorough ink distribution is a feature. It includes a large ink table in combination with vibrating cylinder, two double distributing rollers, ductor roller, full width fountain and four form rollers, each two of which are surmounted by a steel vibrator. The sheet-feeding and delivery mechanisms of the *Master-Speed* are likewise factors in greater efficiency, productivity and economy.

It is claimed that no automatic sheet-handling device ever offered the printer is so simple and positive in operation, so easily and quickly adjusted and so readily understood as the new Miller product. It is demonstrating lower standard of costs per 1,000 units.

The *Master-Speed* is now in operation in many of the leading shops throughout the country, these installations resulting from demonstrations conducted in a few printing centers. Full particulars may be had from the manufacturers for the asking.

VARIOUS CHARGES FOR FEATURES

A recent *Bulletin* of the Inland Dailies: "Several years ago the Inland took up the question of different prices for special newspaper features, strips, comics, etc., and found that the price

L A R G E S T S T O C K



Westvaco Super

THE artist applies himself diligently to maintain uniformity in his work and retain public confidence in his ability. Likewise, constant vigilance is used on the part of Westvaco paper-makers to maintain the reputation of Westvaco Super and to retain the universal user-confidence it now enjoys.

WEST VIRGINIA PULP & PAPER CO.

U · S · A

The Mill Price List

"Waco-Enamel
 Marquette Enamel
 Sterling Enamel
 Westvaco Enamel
 Westvaco Folding Enamel
 Pinnacle Extra Strong
 Embossing Enamel
 Westvaco Ideal Litho
 Westvaco Super White
 Translucent
 Westvaco Chisel Flat Card
 Clear Spring Paper
 Clear Spring Enamel
 Clear Spring Text
 Westvaco Super
 Westvaco 24"
 Westvaco Edgewell
 Westvaco 18"
 Westvaco 12"
 Westvaco 8"
 Westvaco 4"
 Westvaco 2"

L O W E S T D I S T R I B U T I O N C O S T

Design by O. W. JAQUISH

See reverse side for list of WESTVACO DISTRIBUTORS

The Mill Price List

Distributors of

Westvaco Mill Brand Papers

THE CHATFIELD & WOODS CO.	20 W. Glenn Street, <i>Atlanta, Ga.</i>
THE ARNOLD-ROBERTS CO.	<i>Augusta, Me.</i>
BRADLEY-REESE CO.	308 W. Pratt Street, <i>Baltimore, Md.</i>
GRAHAM PAPER CO.	1726 Avenue B, <i>Birmingham, Ala.</i>
THE ARNOLD-ROBERTS CO.	180 Congress Street, <i>Boston, Mass.</i>
THE UNION PAPER & TWINE CO.,	559-561 E. Swan Street, <i>Buffalo, N. Y.</i>
BRADNER SMITH & CO.	333 S. Desplaines Street, <i>Chicago, Ill.</i>
WEST VIRGINIA PULP & PAPER CO.	732 Sherman Street, <i>Chicago, Ill.</i>
THE CHATFIELD & WOODS CO.	3rd, Plum & Pearl Sts., <i>Cincinnati, O.</i>
THE UNION PAPER & TWINE CO.,	116-128 St. Clair Ave., N.W., <i>Cleveland, O.</i>
GRAHAM PAPER CO.	421 Lacy Street, <i>Dallas, Texas</i>
CARPENTER PAPER CO. OF IOWA,	106-112 Seventh St. Viaduct, <i>Des Moines, Ia.</i>
THE UNION PAPER & TWINE CO.	551 E. Fort Street, <i>Detroit, Mich.</i>
GRAHAM PAPER CO.	201 Anthony Street, <i>El Paso, Texas</i>
GRAHAM PAPER CO.	<i>Houston, Texas</i>
GRAHAM PAPER CO.	6th & Broadway, <i>Kansas City, Mo.</i>
THE E. A. BOUER CO.	175-185 Hanover Street, <i>Milwaukee, Wis.</i>
GRAHAM PAPER CO.,	607 Washington Avenue, South, <i>Minneapolis, Minn.</i>
GRAHAM PAPER CO.	222 Second Avenue, N., <i>Nashville, Tenn.</i>
THE ARNOLD-ROBERTS CO.	511 Chapel Street, <i>New Haven, Conn.</i>
GRAHAM PAPER CO.,	S. Peters, Gravier & Fulton Streets, <i>New Orleans, La.</i>
BEEKMAN PAPER AND CARD CO., INC.,	318 West 39th St., <i>New York, N. Y.</i>
WEST VIRGINIA PULP & PAPER CO.,	200 Fifth Avenue, <i>New York, N. Y.</i>
CARPENTER PAPER CO.	9th & Harney Streets., <i>Omaha, Neb.</i>
LINDSAY BROS., INC.	419 S. Front Street, <i>Philadelphia, Pa.</i>
THE CHATFIELD & WOODS CO.,	2nd & Liberty Avenues, <i>Pittsburgh, Pa.</i>
THE ARNOLD-ROBERTS CO.	86 Weybosset Street, <i>Providence, R. I.</i>
RICHMOND PAPER CO., INC.	201 Governor Street, <i>Richmond, Va.</i>
THE UNION PAPER & TWINE CO.	<i>Rochester, N. Y.</i>
GRAHAM PAPER CO.	1014 Spruce Street, <i>St. Louis, Mo.</i>
GRAHAM PAPER CO.	16 East 4th Street, <i>St. Paul, Minn.</i>
R. P. ANDREWS PAPER CO.	704 1st Street, S. E., <i>Washington, D. C.</i>
R. P. ANDREWS PAPER CO.	<i>York, Pa.</i>

Manufactured by
West Virginia Pulp & Paper Company

"NPJ" ROUND TABLE (CONTINUED)

was not established, that the salesman seemed to have but one rule and that was get all he could, and if he could get two papers in the city fighting he made the rate higher. Nothing much has been complained of it in recent years until the present time two regional associations are investigating the cost of various features bought of syndicates by their members."

THE TRIBUNE TOWER

DUSK gray, sky kissed, soaring arches
Springing from earth to heights of cloud.
Free as the winds that blow the marches,
Stately as any castle proud.
Parapets tipped with silver lances
Keep gleaming vigil beneath the moon—
By starlight a softer beauty entrances,
A faery palace of pale mist hewn.

Rising serenely beside the lake,
Flushed with the rose of the early dawn,
Like a lovely goddess but just awake
Poised at the note of a woodland song.
Day—and a sentinel bravely standing
Revealed in a panoply of light,
Towering, watching, guarding, commanding,
A banner in stone, a symbol of might!

On the Opening of the New Home
Of the Chicago (Ill.) Tribune,
By "Le Mousquetaire"

GIVING NAMES TO NEWSPAPERS

The *Nation's Business*, organ of the U. S. Chamber of Commerce, prints the claim that "the most illuminating illustration of the widespread tendency to follow the leader is the case of newspaper titles. Approximately 14,500 daily, semi-weekly and weekly newspapers are published in the United States; almost half of all these papers use, either alone or in combination, one of these 'Journal.' Twenty-one hundred separate communities get a daily or weekly 'News,' plain or hyphenated. This condition is surprising not only because newspaper founders have, in the main, been men with a leaning toward writing but also because a newspaper can so pleasingly and profitably be individualized by a distinctive name which can never be confused with its rivals or contemporaries. The *Oil City Derrick*, *Nome Nugget*, *Tombstone Epitaph*, the *Steamboat Pilot* of Steamboat Springs, Colo., the *Miami (Ariz.) Silver Belt*, the *Texarkana Texarkanian*, the *Greenville (S. C.) Piedmont*, and the *Stuttgart Arkansasawyer*, are examples of names which are never in danger of suffering through mistaken identity."

FUEL FOR THE MELTING POTS

Some eastern daily publishers have participated in a questionnaire plan to get facts about experiences with various fuels. Some of the returns: "We use gas for heating our metal pot. At the beginning cost was higher than coal or wood. We covered our furnace with asbestos, and after experimenting on the amount of gas and the hours of turning it on and off, the cost today is on an average with the cost of coal. The room is cleaner, no coal to shovel or ashes to take out. We would not change back."

Another says about oil burners: "We have had two Oil-O-Matic oil burners installed close to two years ago, their cost was \$550 each, installed. Comparing the cost with coal or gas, it is about the same. However, we find that it is cleaner than coal and distributes the heat better than gas, so we find them very satisfactory under our metal pots."

An Illinois publisher reports that he has used oil several years, but has had some trouble with pots bursting so the bottom

Every time
that
jobber
of yours
Prints → 1 sheet
M-243
is Printing →
for some more
Progressive Printer

The two thirds
You are losing
is in here

M-24 with Autofede



How long
can You
stand
that loss?

LOSS because some other
printer near you is getting
the increased production and increased profit.

M-24 is the up-to-date profitable means of producing commercial printing—4800 per hour.

M-24 users are money-makers. They are out of the rut. Write for illustrated catalog.

Lisenby Mfg. Company

608 So. Dearborn St.

Dept. D, Chicago, Ill.

YOU MEN who are tired of the usual convention places



HERE is a different, better, much more interesting and enjoyable convention site—famous French Lick Springs Hotel, the home of Pluto Water, known the world over as America's premier health and recreation resort. A less expensive place, too—meals and room are included in the moderate rate you pay at French Lick Springs; and you avoid the heavy theatre, restaurant, taxicab and other entertainment bills that other convention sites require of you. Doesn't that picture the sort of place your organization would do well to choose next time?

There is renewed health for you here in the bubbling natural waters of the Pluto, Bowles and Proserpine Springs. Severe winter is unknown in this semi-southern Cumberland foothills region. Golf is played on the two 18-hole French Lick Springs Hotel courses long after weather stops all thought of golf elsewhere. And this superb, perfectly appointed and equipped metropolitan hotel affords other diversions in abundance.

Ready now, too, is the large new wing containing, among other features, a well-ventilated daylight ground floor convention auditorium flexibly arranged so that meetings of any size from 50 to 1500 persons can be held without leaving the hotel.



Everyone intends to visit French Lick Springs some day. Your next convention is your opportunity to do so. Write now for illustrated booklet with detailed convention information. Address Convention Secretary, French Lick Springs Hotel Co., French Lick, Indiana.

"Home of Pluto Water"

FRENCH LICK SPRINGS HOTEL



"NPJ" ROUND TABLE (CONTINUED)

tell out, due to overheating whenever the flame struck most intensely, causing uneven expansion.

SELLING PRINTING, NOT IMITATIONS

A recent circular letter to customers and prospects of E. F. Schmidt Company, printers, Milwaukee, Wis., done in colors, promoting its "typographic letter service," said:

Of course, a lot of business men are using imitation typewritten form letters without going to jail for it. As yet the practice isn't considered such bad taste as beating your wife or so seriously dishonest as counterfeiting money, but the day is rapidly coming when good business ethics as well as good advertising sense will dictate that we don't try to fool one another into believing that a form letter sent out in quantities is a personal individually typewritten letter.

Think of the imitation typewritten letters you receive. Does the aping the style of an individually typewritten letter make a hit with you? Wouldn't you give the message just as much or perhaps a lot more consideration if it were decently printed so that you could read it easily? Doesn't the pretense of being something it isn't actually interfere with your giving full weight to any message it may carry?

Next time you are planning to send out a letter in quantities let us show you how one of our well-designed Typographic Letters would present what you have to say in the way you want it said. The enclosed card makes an appointment easy. Will you mail it now?

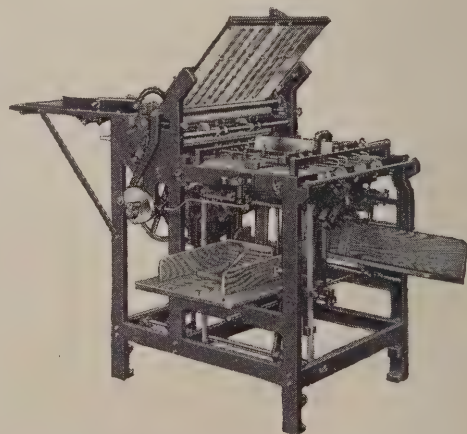
ARE THE AGENCIES REALLY BIASED?

It has not, apparently, seemed difficult to some to throw out intimations that at least some advertising agencies prefer the magazines, as against newspapers, because it is easier to handle magazine accounts. Listen to "Cheltenham Bold" in *Sales Management*, Chicago: "The argument is impressive and sometimes carries considerable weight. I have even known advertising agents themselves to make use of it when it so happened that they were recommending a newspaper campaign to a prospect, and some rival agency was advocating the use of magazines. But anybody who has ever had any practical experience in agency work knows exactly how much merit there is in it. Anyone who has ever wrestled and wrangled a page for the Post through the various stages that intervene between conception and final O. K., can tell you just how much *easier* it is than a dozen newspaper pages. Anyone who has had any actual contact with such items as operating expense and overhead in the agency business can tell you how much *cheaper* it is. As a matter of fact, the expense of maintaining the agency is reduced by this process just about to the extent that the expense of maintaining a fire department is reduced by having one big fire in the place of several smaller ones!"

DETAILS OF NEW BAUM FOLDERS

Demonstrations of the new Baum folders (by Russell Ernest Baum, Philadelphia) announced in the October "NPJ" emphasize the claim for simplicity and sturdiness set forth by the manufacturers.

Here are some of the mechanical features: Quick changes for different sizes of folds—first, second and fourth folds changed by loosening a thumb screw and moving a graduated stop on a stenciled rod; third and fifth folds set likewise on a movable stenciled header. Special reverse for one or two-fold work—New patented slip-gear reverses

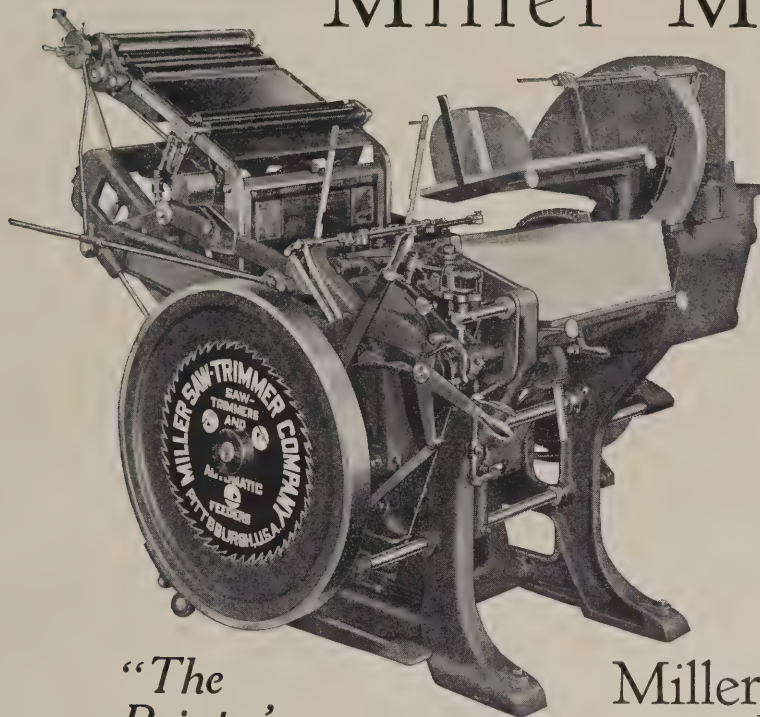


MODEL 289, 19x25 BAUM FOLDER

the motion of the third fold rolls, using the back of these rollers as a positive drive, forcing the sheets downward to the delivery board. In the deliveries the third angle is offered as a new patented pig-through, noiseless and controlled easily by one thumb-screw, simply set for width of signature. The speed demonstrations show 4500 signatures an hour for 19x25

Miller Master-Speed

Jobber **Running Speed**
3,600
PER HOUR



*"The
Printer's
Greyhound"*

Miller Saw-Trimmer Co.
PITTSBURGH, U. S. A.

ATLANTA — BOSTON — CHICAGO — DALLAS — DETROIT — LOS ANGELES
MINNEAPOLIS — NEW YORK — PHILADELPHIA — ST. LOUIS — SAN FRANCISCO
MILLER & RICHARD, TORONTO — WINNIPEG

THE RUNNING SPEED of the "Printer's Greyhound", combined with its quick make-ready, speedy wash-up and easy handling characteristic of this type of press, is productive of more impressions per hour, make-ready included, than other machines having similar speed rating.

THE HIGH AVERAGE OUTPUT of the "Master-Speed", at platen press maintenance cost, establishes a lower cost per 1,000 units than ever before attained by any sheet-fed platen press. Write for complete details and specifications—no obligations.

Colored and Black

INKS

for Every Purpose

FAMOUS GRITLESS NEWS

for Every Style of Press

Service From Fourteen Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI, OHIO
CHICAGO, ILLINOIS
BOSTON, MASSACHUSETTS
KANSAS CITY, MO.
DALLAS, TEXAS

MINNEAPOLIS, MINNESOTA
ST. LOUIS, MO.
PHILADELPHIA, PENN.
ROCHESTER, N. Y.
DETROIT, MICHIGAN

KALAMAZOO, MICHIGAN
INDIANAPOLIS, INDIANA
BIRMINGHAM, ALABAMA
NASHVILLE, TENNESSEE



The
Compos-
ing Room
Cylinder

There are
ten other
Vandercook
models suited
for the
smallest as
well as the
largest shops

A Press Proof from a Proof Press

The Rigid Bed Principle of construction used on all Vandercook Composing Room Presses established itself without the aid of salesmen or dealers. The great majority of the major publications printed in the English language are now assisted in the making by Vandercook Rigid Bed Composing Room Presses.

Prices \$120.00 and up

All Vandercook machines are accurate machines and there is a model suited to every printing office, from the smallest to the largest. Vandercook Presses are used where quality and speed in taking proofs and in testing type forms and plates are most needed—the list of users establishes that fact.

WRITE FOR FULL INFORMATION

Vandercook & Sons Originators of the
Modern Proof Press
1716-22 W. Austin Ave., Chicago, Ill.

WONDERFUL VALUES in CYLINDER PRESSES

Two No. 5-0 Miehle One-color Presses, with combination extension delivery — late models.
Bed size 46 x 65.

Two No. 3-0 Two-color Miehles, bed size 45 x 62.

No. 2 Miehle 2-rev. 4-roller Cylinder Press, bed size 35 x 50.

No. 1 Pony Miehle 2-roller Cylinder Press, bed size 22 x 34.

No. 8 Cottrell 2-rev. 4-roller Cylinder Press, bed size 39 x 55.

Campbell 2-rev. Book and Job Press, bed size 31 x 46.

2-E Whitlock 2-rev. 4-roller Cylinder Press, bed size 29 x 42.

Also Job Presses and Paper Cutters, all sizes.

Write for current issue of the "Hall Broadcaster"



THOMAS W. HALL CO.
INCORPORATED
512 WEST 41ST STREET, NEW YORK

"NPJ" ROUND TABLE

(CONTINUED)

sheets, and 18,000 folds an hour on 32-page signatures. Low initial cost, ease of operation and "general fool-proofness" are advertised for the new folders.

HELPS SELL THE BUYER OF PRINTING

"Getting the Most Out of Your Advertising Appropriation" is the cover design of a Chicago Paper Co. (Foldwell) folder going the rounds of buyers of printed matter. It contains a strong, but unusually brief argument for backing up distribution of products with "follow-throughs". The main side is devoted to evidence of the dependability of Foldwell, and counsel to the buyer to consult his printer for real advice in planning and executing sales literature.

INTERESTING TYPEWRITER STAND

The Toledo Metal Furniture Co., Toledo, O., is showing the Uhl steel "Little Dandy" typewriter stands in attractive folders. The stands are used also for adding and calculating machines, duplicating registers, etc. Other offerings include stands for ledgers, record cases, etc., and stools for offices and shops.

THE MAN INSIDE

*THERE'S a man inside of the man that you are,
And he's bigger than you, yes, bigger by far;
And he's checking you up in every way,
And for each transgression he makes you pay;
And for each good deed he will pay you
A reward far beyond the price that is due
So be good to him and respect this man,
Believe in his judgment, nor fear his ban.*

*There's a man inside of the man that you are;
If you listen to him you will travel far;
So listen and heed; don't be a fool,
And do what you do by the Golden Rule,
And build the man as you would a ship,
Sturdy and true for life's service trip;
And trust him well, he's your compass and guide,
And ever respond to the man inside.*

—JAMIE HERON.

FOR OFFSET PRESS OPERATORS

The Harris Automatic Press Co., Cleveland, O., has ready a very attractive booklet "written for the purpose of helping offset operators to get business." The advantages and uses of offset printing are detailed, many points being demonstrated by charming illustrations. Producers of offset printing will find the booklet useful in calling on buyers. There are brief descriptions of the offset process. The writer has never seen a better and more attractive showing of its kind, and the booklet demonstrates remarkable progress in offset printing since the days he bought printing for a couple of large advertisers.

—J. L. M.

HELPFUL FOR USERS OF DESKS

The Gunn Furniture Co., Grand Rapids, Mich., is out with some new literature on its improved "Lino" desks and desk tops—roll, flat and typewriter. Sales points are the elimination of glare and glitter to the desk man, the Lino tops being made in soft dull shades—usually dull green. Ideal writing surface is also emphasized.

ALUMINUM CUTTING STICKS

The Perfect Cutting Stick Sales Co., Buffalo, N. Y., in recent sales literature explains the improved inventions of C. B. Russell, a practical printer of long experience. Claims for the device, which is to replace the wooden cutting stick, include the advantages of aluminum sticks, the needlessness of using straw board under paper piles with this equipment, absence of ragged edges, and no waste by throwing bottom sheets away. The folder also urges care in the use of cutters, showing how many operators misuse their machines.

FOUR CAR LOADS ORDERED

Folders of the Speedamat Addressing Machinery, Chicago, tell of a single order for four carloads of these addressing de-

The World's Greatest
FOLDER VALUES]→

8 New Versatile 19 x 25

BAUM FOLDERS

4-6-8-12-16-18-20-24-28-32

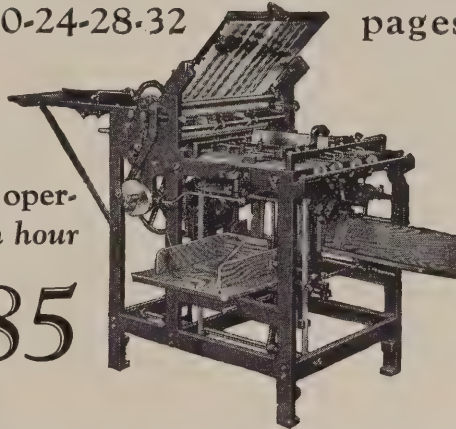
pages in one operation

Model 190

3 folds (16 pages) one operation. 13,000 folds an hour

ONLY \$685

With motor. No extras



Model 290

4 folds (32 pages) one operation. 17,000 folds an hour

ONLY \$770

Complete. Motor included

The same SIMPLICITY and QUALITY CONSTRUCTION that made
BAUM FOLDERS THE FASTEST-SELLING-FOLDERS-IN-AMERICA

Baum Pony Folder—2 Par. Folds, Max. 11" x 17"
Baum High Duty Folder—3 folds, Max. 14" x 19"
Baum Automatic Folder—3 folds, Max. 14" x 19"
Baum 19" x 25" Folders—3, 4 or 5 sets folding rollers

RUSSELL ERNEST BAUM

615-45 CHESTNUT STREET : PHILADELPHIA

BRANCHES OR AUTHORIZED DEALERS IN ALL PRINCIPAL CITIES

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

AMERICAN
TYPE

The Best in Any Case

Kelly Automatic Presses
Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Benzine and Lye Brushes
Galleys, Brass and Steel

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

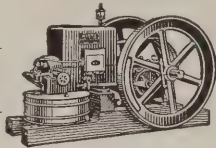
DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

"THE WITTE STILL RUNS THE SHOP"

says J. A. Church of the "Oketo Eagle," Oketo, Kans.



Read what he thinks of the WITTE Engine's ability to run print shop machinery

"Some 7 or 8 years ago I purchased a WITTE Engine and placed it in my shop—it's still there, been running today. I bought it on long payments when I was working under most miserable condition of health and at great odds. Well, the shop has grown considerably, the machinery in it is very much more extensive, and recently I have purchased the 'Oketo Eagle' plant—the local paper and print shop, which I have run considerable during 15 years—paid for it and cleared up the quarter block that has my four-room residence, shop buildings and their equipment, from indebtedness. I put the engine I bought of you on a good cement base in shop, and every few days someone asks me if it is not a new engine."

Burns nearly all cheap fuels—gasoline, kerosene, gas, naphtha, alcohols, distillate, etc. All sizes—2 to 25 H. P.

\$5 Down Buys Any Up to 10 H-P.

Write today for details.

Fifty-five Years of Honest Building.

WITTE ENGINE WORKS

Est. 1870

3949 Witte Bldg., Kansas City, Mo.

3949 Empire Bldg., Pittsburgh, PA.

AND HERE IS ANOTHER OVER

2000

NEW subscribers

Secured by this organization on our FIFTH campaign conducted for THE MORNING HERALD, Casper, Wyo., in the past seven years, giving THE MORNING HERALD complete circulation coverage in their field.

WHY EXPERIMENT?

"Over twenty years doing one thing well"

WRITE OR WIRE

PACIFIC COAST CIRCULATION SERVICE

Bell Block

Cincinnati, Ohio.

15 CAMPAIGNS NOW IN OPERATION.

"NPJ" ROUND TABLE (CONTINUED)

vices and accompanying equipment from the Curtis Publishing Co. Users among manufacturers of various popular devices who do large mail campaigns, are listed.

INLAND ADVANCES COST FINDING

Clifford Yewdall, noted newspaper accounting expert, New York City, will assist the Inland Daily Press Association cost finding committee, (A. L. Miller, Battle Creek, Mich., *Enquirer-News*, chairman) in going ahead with its work.

NEW TYPE OF RULING MACHINE

The W. O. Hickok Mfg. Co., Harrisburg, Pa., announces a new type, Dual L Ruling Machine, which is reported to increase output over 75 per cent. It is a job ruling machine and particularly useful in small runs. Struck work can be accurately done in both directions on one side of a sheet at one operation, and at the same speed as on a single machine.

DIRECT FROM THE PHOTO FILM

Frank M. Walsh, rotogravure expert, New York, returning from Europe, announces acquirement of American rights for a process of printing direct from photographic films, invented in Italy by Marion Sperroti. Mr. Walsh is widely known as the head of the Intaglio Corporation, Tribune Bldg., New York. A photograph is taken. A positive is made on a film produced from special composition, under patents held by a German concern. This is treated chemically, dried out, and clamped to the press by special adjusters. Slightly different treatment makes a film for offset presses. Mr. Walsh said he sees great possibilities in the invention for publishers of smaller newspapers to which gravure is too expensive. Films fold for 25,000 impressions. Fine color work has been demonstrated with it.

TRANSFER CASES FOR CARD RECORDS

Yaman & Erbe Mfg. Co., Rochester, N. Y., are announcing a line of steel transfer cases for card index cards, 5x3, 6x4 and 8x5, and also tabulating cards.

ENTHUSIASTIC WORDS OF PRAISE

The title of an attractive booklet on the Kelly Press, by the American Type Founders Co., printed on the Style B Kelly Automatic, in colors. It contains a series of letters from large and small printing houses and shows many remarkable demonstrations of efficiency and economy made in them with these presses.

NEWWAY FURNACES AND LADLES

A four page folder from the Rowell Manufacturing Co., Appleton, Wis., shows a line of Newway metal furnaces equipped for coke, coal, wood, gas and oil, i. e., "three furnaces in one," the same device being used but with special interchangeable equipment in the way of burners. Simplicity in construction is pictured. The ladles are offered as the first ever made to pour metal from the bottom of the bowl, insuring clean pours and saving through avoiding the need for skimming. A Newway water-cooled mould is also shown. Metal is drawn from the bottom by means of an internal valve operated by hand above the top of the furnace. "This permits the dirt and other impurities remaining on the surface," say the makers, "to protect the metal beneath from oxidization instead of being removed as is necessary when dipping metal from the top."

EUROPEAN TYPES FOR AMERICA

Douglas C. McMurtrie, Continental Typefounders Association, New York, announces the organization, and that its purpose is to supply European types to American printers. He says: "The association will make available to printers and typographers in this country the best new faces of a score of famous foreign type foundries." Greco Heavy, Unicorn Initial, Fournier Border Units and Poliphilus text are shown in the announcement.

WESTVACO INSPIRATIONS NO. 8

This issue goes into the use of water color drawings, line and wash effects, special introductory pages, etc. It is a worthy addition to the collection which is being built up by the West Virginia Pulp & Paper Co., New York. Two more are to come this year.

NEW INTERTYPE "MIXER" MACHINE

The Intertype Corporation has announced a new standard-intype machine with which matrices from two or more magazines



Stevenson Furniture Molds

Insure a
Speedy Make-up for Newspapers

They fit any Linotype or Intertype Machine and will cast unlimited space and base material for your composing room

At No Additional Cost to You

Write for our special offer

Ashton G. Stevenson, Inc.
859 North Franklin St.
Chicago



Eliminate Waste

in Your

Composing Room

The MONOMELT System—

Produces better type faces.
Produces more solid slugs.
Eliminates metal furnace.
50% less labor operations.
75% less metal drossage.
10% more production.

SAVES TIME, LABOR, MONEY

MONOMELT
SLUG FEEDER

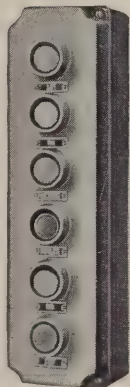
It Cleans as It Melts

Printers' Manufacturing Co.

1106-17 Transportation Bldg. Chicago, Ill.

*Write us for Comments by Hundreds of
Enthusiastic Users.*

*For safety, speed and
economical operation use*



*The Boss of
the Press*

Cline Universal Control System

Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

CLINE ELECTRIC MFG. CO.

Western Office
First Nat'l Bank Bldg.
San Francisco,
Calif.

Main Office
Conway Bldg.
111 W. Washington St.
Chicago

Eastern Office
Marbridge Bldg.
47 W. 34th St.
New York



Bargains in Linotypes

There are only a few items left unsold in the Journal job plant, Albany, New York. The owner wants to clear out the building for rental and prices have been made which will do it quick. Look at this list:

One Model 14 Linotype machine, with three fonts of mats in magazines, and mats in the annex. Only about two years old, serial No. 31883, most excellent condition. Easily worth \$3,000.00, but you can buy it for only \$2,350.00, f. o. b. Albany, if you speak first.

Two Model 8 Linotypes, each with three fonts of mats in the magazines. Serial numbers 27233 and 29072, about five and six years old. Did perfect work up to time of consolidation of two Albany papers. Easily worth \$2,250 each, but you can buy them at only \$1,800.00 each, f. o. b. Albany, if you act soon enough.

Our Linotype slug and rule caster, LR-131, fine operating condition. Easily worth \$600.00, but you can buy it for only \$300.00, f. o. b. Albany, unless some one else gets it first.

BAKER SALES COMPANY

200 Fifth Avenue - - - New York City



Assure Perfect Results

"Wilke's" Type Metals — for the Linotype, Intertype, Monotype, Ludlow, and Thompson machines, and for Stereotyping — are your assurance of good results. Clear type faces with solid bodies, and sharp plates without sinks or shrinks.

They are alloyed in a modern plant under the supervision of expert chemists and metallurgists. Our growing list of users is the best testimony that "Wilke's" Type Metals are the best and the cheapest in the end.

*"Wilke's" Type Metals Are the Best
On the Long Runs — They Stand Up!*

METALS REFINING COMPANY

HAMMOND, INDIANA

Warehouses in All Principal Cities

20 Million Envelopes In Stock !

THINK what service that means — a selection of 20 million ready to ship as soon as they can be counted into cases! That's practically the same day as order is received. Six hundred different styles including every staple plus many useful and novel numbers that formerly required bothersome "special" ordering. Now you can hardly think of an envelope requirement that isn't ready-filled for you by W. S. Service

You can't appreciate it all till you have our Free Price List No. 27 at your elbow—and are on the list for our regular issues of "Worth While Envelope News"



South Water
from Clinton
to Ferry Sts.
Milwaukee
Wisconsin

"NPJ" ROUND TABLE (CONTINUED)

can be assembled in the same line, with automatic distribution. It carries two "main" magazines, and two "side" magazines can be furnished with it. The main magazines are interchangeable on all standardized Intertypes. The side magazines are extra wide, with 34 channels. The assembling mechanism is like that of other standardized Intertypes, except that by means of two sets of escapements and escapement rods the machine is designed for instant changes from one magazine to the other, with a light-touch lever. The magazines can be removed from the rear, as on all other standardized Intertypes. The distributing mechanism includes only one distributor box, easily accessible, two distributor bars (side by side) with the usual conveyor screws, and a double channel entrance built as a single unit. The sorting of mixed fonts is done by the single distributor box which automatically moves back and forth from one distributor bar to the other, controlled by simple font notches in the matrices. Four different faces of 90 characters each can be carried on two-letter matrices in the two main magazines. Two cap fonts of display or head letter matrices, 34 characters each, or one full caps-and-lower case font, 68 characters, can be run in the side magazine. The new machine is now in production and a number of them have been sold.

ASSOCIATION PROGRESS

Dates for Printer:Publishers

November

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION, 12-14, White Sulphur Springs.

December

TEXAS EDITORIAL ASSOCIATION, 3-5, Brownsville.
KANSAS DEMOCRATIC EDITORIAL ASSOCIATION, 28, Wichita.

January (1926)

AMERICAN SOCIETY OF NEWSPAPER EDITORS, 15-16, Washington, D. C.

July (1926)

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN, 26-31, Philadelphia, Pa.

GRAPHIC ARTS LEADERS' EXHIBIT

Collected under the direction of D. L. Ward Co., paper merchants, Philadelphia, in an effort to get together a really representative collection of the best printed salesmanship of the Country, the Graphic Arts Leaders' Exhibit is proving to be something new and interesting to students of printing, as well as buyers. During the annual conference of the Hammermill Paper Co., agents at Erie, Pa., an advance display of the showing was put on. It was accepted as the official exhibit of the Direct Mailing Advertising Association in Boston, last month. Now the exhibit has been booked to appear in forty large cities throughout the Country.

William Edwin Rudge of New York, took first prize with a book done for the Lanston Monotype Company. The book is on "Italian Old Style Type."

The Grabhorn Press of San Francisco, was awarded second prize for a book entitled "The Sermon on the Mount." It contains only 8 pages.

Third choice went to John Henry Nash, also of San Francisco, for his booklet "If It Were Today"—Done in two colors, lavender and black, the matching of the color ink (lavender) with the color of the color stock.

The five Honorable Mentions are: Beck Engraving Company of Philadelphia, for their production of a large portfolio by Violet Oakley entitled "The Holy Experiment;" Currier & Harford of New York City, for a folder done for the Knabe Piano Company; Franklin Printing Company of Philadelphia, for their portfolio of "Victrolas in Period Styles;" Perry-Estbrook Press, Inc., of Cambridge, Mass., "Skilled Labor the Puritan Heritage;" The Merrymount Press of Boston, for its production of the folder for the Worthy Paper Company entitled "Fables."

Among the cities in which the Exhibit will be shown are:

Allentown, Pa., D. L. Ward Co.; Atlanta, Ga., Sloan Paper Co.; Baltimore, Md., Barton, Duer & Koch Paper Co.; Bethlehem, Pa., D. L. Ward Co.; Birmingham, Ala., Diem & Wing Paper Co.; Boston, Mass., Direct Mail Advertising Ass'n, Charlotte, N. C., Caskie-Dillard

Don't "Try" Another Feeder
When You Know

The Margach

Will Make Good



MARGACH METAL FEEDER

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price \$75.00 Each

Additional molds \$2.00 each
Watercooled Molds: set of 4, \$100.00;
set of 6, \$150.00.

MARGACH MANUFACTURING COMPANY
213 Centre St., New York City

Advantages

Low priced as compared to value; greater production; perfect slugs; economy in consumption of gas; uniform temperature of metal; great saving of time in repigging and feeding, 10-year guarantee; never out of order; no overheating or leaking; simply constructed; no trouble to operate.

*A Trial Will Convince
You*

QUALITY ♦ ♦ ♦ ♦ ♦ ♦ SERVICE ♦ ♦ ♦ ♦ ♦ ♦ VALUE

Embodied in All
Standard Line, Point Set

TYPE

Manufactured by

Damon Type Founders Co.

INCORPORATED

44 Beekman Street, New York

We Carry in Stock Ready for Immediate Delivery
Chandler & Price Presses, Hamilton Wood and Steel
Equipment, and Everything the Printer Requires.

SPARTAN TYPE METALS



THE PRINTING WORLD
RECOGNIZES THE
SUPERIORITY OF
SPARTAN
AND WE RECOGNIZE
OUR RESPONSIBILITY

For
Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositype

All Special Feed Bars

MERCHANT & EVANS CO.
PHILADELPHIA
Since 1866

Every Newspaper Plant
can profitably install

Monarch Monometer RE-MELTING FURNACE

THE saving in fuel and
dross will pay cost of
"Monometer" in one year. It
is built to last a lifetime.

♦ ♦ ♦

THE "Monometer" is built
in standard sizes of 500,
1,000 and 2,000 pounds and
up to 5 ton capacity.

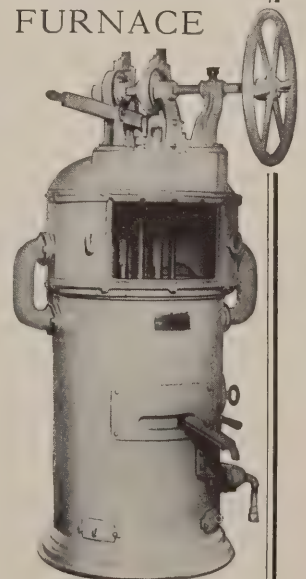
♦ ♦ ♦

WATER cooled molds
mounted on carriages are
supplied to meet the require-
ments of your plant.

♦ ♦ ♦

*Write for Descriptive
Catalog "N".*

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.



FOR SALE

Three 2-motor press drive and control equipments FOR ROTARY NEWSPAPER PRESSES

One unit as follows:

Seven and one-half H.P. Allis-Chalmers motor, 220 volts, 875 R.P.M.-D.C.
Seventy-five H.P. Sprague motor, 230 volts, 550-1,100 R.P.M.-D.C.
Cutler-Hammer press panel with 4 banks of resistance grids.

The above has no gear reduction and consists of motors only.

One unit as follows:

Seven and one-half H.P. Sprague motor, 230 volts, 1,100 R.P.M.-D.C.
Seventy-five H.P. Sprague motor, 230 volts, 550-1,100 R.P.M.-D.C.
Cutler-Hammer press panel with 5 banks of grids.

The above has gear reduction—Cutler-Hammer drive.

One unit as follows:

Five H.P. Allis-Chalmers motor, 220 volts, 1,050 R.P.M.-D.C.
Fifty H.P. Allis-Chalmers motor, 220 volts, 550-975 R.P.M.-D.C.
Cutler-Hammer panel with 5 banks of grids.

The above has gear reduction—Cutler-Hammer drive.

Miscellaneous Equipment

Sixteen Kohler System Stations—On, stop, off, run, safe.
Twenty Cutler-Hammer Stations—On, stop, off, run, safe.
Seventeen Cutler-Hammer inch stations.

All of the above equipment is in good working condition and is surplus with us due to installation of new equipment in our new building. For particulars write Purchasing Agent, The Milwaukee Journal, Milwaukee, Wisconsin.

"NPJ" ROUND TABLE

(CONTINUED)

Co.; Chicago, Ill., Chicago Paper Box Co., Cincinnati, O., Diem & Wing Paper Co.; Cleveland, O., Petrequin Paper Co.; Columbus, O., Central Ohio Paper Co.; Dallas, Tex., Olmsted-Kirk Co.; Detroit, Mich., Beecher, Peck & Lewis; Easton, Pa., D. L. Ward Co.; Fresno, Cal., Zellerbach Paper Co.; Harrisburg, Pa., D. L. Ward Co.; Indianapolis, Ind., Crescent Paper Co.; Lancaster, Pa., D. L. Ward Co.; Los Angeles, Cal., Zellerbach Paper Co.; Minneapolis Minn., John Leslie Paper Co.; New Orleans, La., Diem & Wing Paper Co.; New York City, Henry Lindenmeyer & Sons; Oakland, Cal., Zellerbach Paper Co.; Omaha, Nebr., Western Newspaper Union; Philadelphia, Pa., D. L. Ward Co.; Pittsburgh, Pa., The Chatfield & Woods Co.; Portland, Ore., Zellerbach Paper Co.; Richmond Va., B. M. Wilson Paper Co.; Sacramento, Cal., Zellerbach Paper Co.; San Diego, Cal., Zellerbach Paper Co.; San Francisco, Cal., Zellerbach Paper Co.; Scranton, Pa., D. L. Ward Co.; Salt Lake City, Utah, Zellerbach Paper Co.; Seattle, Wash., Zellerbach Paper Co.; Spokane, Wash., Zellerbach Paper Co.; St. Louis, Mo., Mack-Elliott Paper Co.; St. Paul, Minn., Nassau Paper Co.; Washington, D. C., Stanford Paper Co.; Wilkes-Barre, Pa., D. L. Ward Co.; Wilmington, Del., D. L. Ward Co.

In 1926 there will be another such Exhibit, because it is planned to make this an annual affair.

Association Elections

WYOMING PRESS ASSOCIATION—President, Theodore Wanerus, Cheyenne; secretary-treasurer, L. L. Newton, Lander Wyoming State Journal. Directors: Roscoe H. Alcorn, Rawlins Republican; E. E. Hanway, Casper Tribune; P. P. Anderson, Basin Republican.

VIRGINIA PRESS ASSOCIATION—President, Col. W. S. Copeland, Newport News Daily Press; secretary, James C. Latimer, Staunton Times-Dispatch Valley Bureau; treasurer, George O. Greene, Clifton Forge Review.

GEORGIA PRESS ASSOCIATION—President, Ernest Camp, Walton Tribune; vice-president, Miss Emily Woodward, Vienna News; recording secretary, T. E. Bennis, Butler Herald; corresponding secretary, Hal M. Stanley, Atlanta; treasurer, J. J. Howell, Cuthbert Leader.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES—President, Roy S. Durstine, Barton, Durstine & Osborn, 383 Madison Ave., New York City; vice-president, James W. Young, J. Walter Thompson Co., Chicago; secretary, St. Elmo Massengale, Massengale Advertising Agency, 121 Peachtree St., Atlanta, Ga.; Treasurer, H. K. McCann, H. K. McCann Co., 61 Broadway, New York City. Directors: (for one year) John Benson, Benson, Gamble & Crowell, Chicago; C. D. Newell, Newell & Emmet Co., Inc., 120 W. 32nd St., New York City; (for two years) Stanley Resor, J. Walter Thompson & Co., Chicago; Earle Sidenor, Sidenor-Van Riper Ad Agency, 1205 Merchants Bank Bldg., Indianapolis, Ind.; (for three years) Herbert S. Gardner, Gardner Advertising Co., 1627 Locust St., St. Louis, Mo.; H. T. Ewald, Campbell-Ewald Co., General Motors Bldg., Detroit.

ILLINOIS PRESS ASSOCIATION—President, W. J. Smith, Waukegan Daily Sun; first vice-president, H. E. Bell, White Hall Register-Republican; second vice-president, A. L. Bowen, Springfield Illinois State Journal; third vice-president, I. S. Dunn, Divernon News; secretary, (re-elected) H. L. Williamson, United States Publisher, Springfield; treasurer, E. H. Childress, Wayne County Press, Fairfield. Executive committee: S. P. Preston, Gillespie News; John N. Harrison, Danville Commercial News; J. M. Sheets, Oblong Oracle; Paul Goddard, Washington; Fred M. Rolens, Murphysboro Independent.

COMBINATION NEWSPAPER PUBLISHERS' ASSOCIATION (New)—President, J. S. Park, Ft. Smith (Ark.) Southwest American and Times Record; secretary, Cowgill Blair, Joplin (Mo.) Globe and News-Herald; executive committee: E. Nowels, Colorado Springs (Col.) Telegraph-Gazette; W. Y. Morgan, Hutchinson (Kan.) News and Herald; J. H. Bixby, Muskogee (Okla.) Phoenix and Times-Democrat.

Educational : : Notes

COURSE IN MANAGEMENT PLANNED

The New Jersey Press Association has a movement under way to establish a course in advertising at Rutgers University, and also wants to set up a business management course at the same school. The journalism course was established at Rutgers through similar efforts.

LEE JOURNALISM SCHOOL COMMITTEE

President Johnson of the Southern Dailies' association has appointed the committee on the Lee Memorial School of Journalism, at Washington & Lee University, Lexington, Va., as follows: Major John S. Cohen, Atlanta (Ga.) Journal, Chairman; Major Powell Glass, Lynchburg (Va.) News and Colonel H. L. Opie, Staunton (Va.) News-Leader. The school opened with Prof. Roscoe B. Ellard in charge. He has been brought to Washington and Lee from Beloit College where he was head of the School of Journalism for a number of years, and he is said to have had wide newspaper experience. A building, facing the campus, has been remodeled to house the school. Within, the space has been allotted in newspaper plant style.

MERRITT W. HAYNES RESIGNS

Merritt W. Haynes, who has been connected with the Department of Education of the United Typothetae of America since 1921, and who for the past year has been the director of the department, has resigned to accept a position with the Department of Education of the American Type Founders

Measure the Value

Of A Trade Paper
— TO YOU —

Not Only by Its
News and Features
But Also by the
QUALITY OF ITS
ADVERTISING

"NPJ"
Stands on This Test!

Absolutely Non-Inflammable!

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbings, Tipping and Mounting

SAVES 50 PER CENT IN LABOR

NUREX — The only Non-Inflammable Tabbings Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

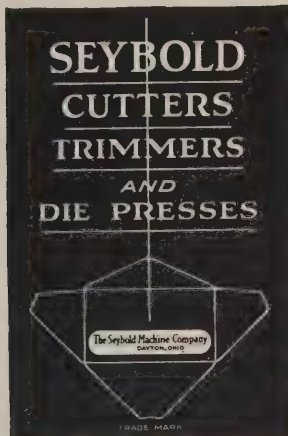
THE LEE HARDWARE CO.

Salina, Kansas, U. S. A.

A Flexible Tabbings Compound



(Patented
June 1st 1920
and January
6th 1925)



*For advertising material to
help you sell printing on*

**HAMMERMILL
BOND**

*Write to HAMMERMILL PAPER CO.
ERIE, PENNSYLVANIA*

Steel Die Engraved

1926 CALENDAR CARDS

to fit 6 $\frac{3}{4}$ envelope in 3-ply white, grey, and buff cardboard, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

*Personal and Business
Christmas Greeting Cards
with customer's name
engraved. Samples ready
September 1st, 1925.*

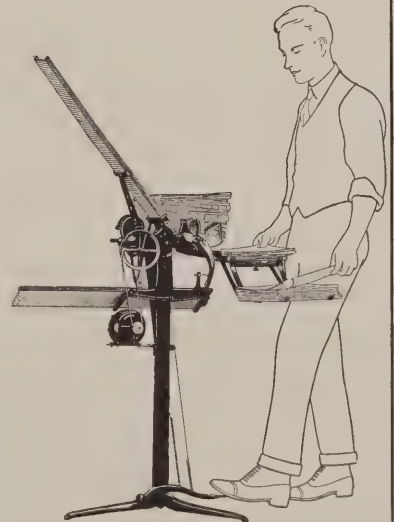
AMERICAN EMBOSSING CO.

192-96 Seneca Street

BUFFALO, N. Y.

Better, Easier, Cheaper Addressing With a TYPADDRESSER

- 1—Prints 4,000 clean-cut visible addresses an hour.
- 2—Prints from linotype slugs.
- 3—Prints through inked ribbon.
- 4—Prints on margin of the paper.
- 5—Driven by electricity.
- 6—Guaranteed.
- 7—Sold on 30 days FREE trial.



Mail the coupon for full particulars.

THE TYPADDRESSER CO.
City National Bank Bldg., Omaha, Neb.

Please send me complete details and prices on the Typaddresser.

Name.....

City..... State.....

"HUBER" means "GOOD INKS"

J. M. HUBER, Inc.

130 West 42nd St., New York

Branch offices and foreign agencies in the principal cities in the United States and foreign countries.

*They're enthusiastic
about the new Shop-
o-scope! Send for
your sample port-
folio now.*

THE BASIL L. SMITH SYSTEM, INC.

International Classified Advertising
Counsellors

Packard Building

Philadelphia

HOW much do you, the boss, contribute to the non-productive time of your composing room?

You may deny any such accusation, but if you neglect to furnish plenty of speedy proofing equipment you are probably guilty many times each day.

Be sure your composing room hasn't outgrown the capacity of your proof press. Find out how many times a day compositors wait, with galley on arm, while some other man uses the proof press.

Only a few such waits each day will soon waste enough to pay for a Poco Proof Press.

Three sizes: 12 in. by 18 in., 13 in. by 25 in., 18 in. by 25 in.

HACKER MANUFACTURING CO.

320 S. Honore St.

Chicago, Illinois



STEREOTYPE CHASES

Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy.

Plain chases converted for Autoplate casting or made larger or smaller.

All kinds of chase alterations and repairs.

Prices for any size single page chase:

With plain bolster\$42.50

For Autoplate casting 50.00

American Steel Chase Co.
122 CENTRE ST. NEW YORK

"NPJ" ROUND TABLE (CONTINUED)

Company at Jersey City where he will continue educational research in the interests of the printing industry. Mr. Haynes has also been engaged to conduct training classes for trade teachers in New York City under the auspices of the New York State Department of Vocational Education. He entered upon his new duties October 1.

NAMED MANAGER FOR CANADIANS

Louis J. Ball, editor and manager of the *Vernon* (B. C.) *News*, has resigned editorship to take up new duties as manager of the Canadian Weekly Newspapers Association.

SOUTHERN ASSOCIATION AD-COUNCIL

President Johnson of the S. N. P. A. has named the following advertising committee on recommendation of Edgar M. Foster, Nashville (Tenn.) *Banner*:

Alabama—Buford Goodwin, *Birmingham Age-Herald*.

Arkansas—Elmer E. Clarke, *Little Rock Democrat*.

Florida—W. A. Elliott, *Jacksonville Times-Union*.

Georgia—W. E. Page, *Columbus Ledger*.

Kentucky—Walter W. Stouffer, *Louisville, Herald-Post*.

Louisiana—John D. Ewing, *Shreveport Times*.

Mississippi—W. G. Wilkes, *Gulfport Herald*.

North Carolina—E. B. Jeffress, *Greensboro News*.

Oklahoma—E. K. Gaylord, *Oklahoma City Oklahoman & Times*.

South Carolina—R. Charlton Wright, *Columbia Record*.

Tennessee—M. Stratton Foster, *Clarksville Leaf-Chronicle*.

Texas—Walter A. Dealey, *Dallas News & Journal*.

Virginia—W. E. Thomas, *Roanoke News-World*.

West Virginia—W. Guy Tetrick, *Clarksburg Exponent*.

TIMOTHY BROWNHILL RETIRES

The surprising announcement comes from the Southern California Press Association that its secretary (for years) Timothy Brownhill, has resigned both as secretary of the association and as editor of the monthly issued by it. Director Ben H. Read is looking after *The Editor*, and also after the secretarial duties. Mr. Brownhill, publisher at La Puente, has been made secretary of the Chamber of Commerce, and Mrs. Brownhill's health has not been good; hence his retirement. His picturesque and militant fighting for the newspaper printing business will be missed.

Newspaper Contests

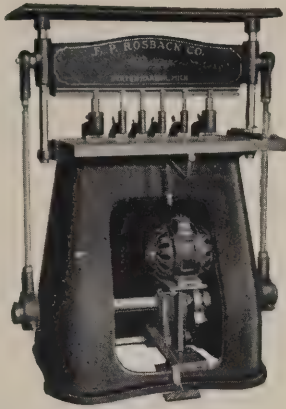
NATIONAL EDITORIAL ASSOCIATION—President Edgecombe has announced judges for the 1925-6 contest as follows: Best Weekly Newspaper—Fred W. Kennedy, Manager Washington Press Association, Commerce Hall, University of Washington, Seattle, Washington. Best Editorial Page—G. L. Caswell, Chairman of Committee, Managing Director Iowa Press Association, Ames, Iowa. Best Front Page—George T. Lord, President of the New York Employing Printers Association; Burton Emmett, President of the American Institute of Graphic Arts, and W. J. O'Neil, Publisher of The American Printer.

NEW JERSEY PRESS ASSOCIATION—Class I, for weekly and semi-weekly papers, for best front page: First, Tuckerton Beacon; second, Summit Herald; third, Hawthorne News. Class II, for editorial page, judged on content, typography and local interest, in weekly and semi-weekly papers: First, Washington Star; second, Freehold Transcript; third, Ridgefield Park Bulletin. Class III, for weekly and semi-weekly newspapers, for best community news, judged on quality, quantity, and completeness: First, Red Bank Register; second, Leonia North Jersey Life; third, Somerville Unionist-Gazette. Class IV, for daily and Sunday papers, for best front page, judged on balance, typography, press work, display and arrangement: First, Passaic Daily News; second, Elizabeth Daily Journal; third, Newark Evening News. Class V, for daily and Sunday papers, for best editorial page, judged on content, typography, and local interest: First, Newark Star-Eagle; second, Trenton Sunday Times-Advertiser; third, Newark Evening News. Class VI, for daily and Sunday papers for best community news, judged on quality, quantity, and completeness: First, Camden Post-Telegram; second, Newark Evening News; third, Paterson Morning Call. Class VII, agricultural news in all types of papers, judged on content, presentation, make-up and local application: First, Trenton Evening Times; second, Flemington Hunterdon County Democrat; third, Woodbury Gloucester County Democrat.

SOUTHERN CALIFORNIA EDITORIAL ASSOCIATION—Contest announced: Silver Cup for the best front page entered by weekly or semi-weekly member of Southern California Editorial Association. Cup furnished by the Los Angeles Times. Silver Cup for best editorial page entered by daily member of Southern California Editorial Association. Cup furnished by President J. R. Gabbert.

ILLINOIS PRESS ASSOCIATION—Page one make-up Weeklies—Aledo Times-Record, first; Garma Tribune Times, second. Honorable mention: Pike County Republican, first; Harvard Herald, second; Chicago Heights Star, third; Crystal Lake Herald, fourth. Dailies—Moline Dispatch, first; Marion Republican, second; Evanston News-Index, third.

SUTLIVE TROPHY—To Jack Williams, Waycross (Ga.) Journal-Herald, LaGrange Reporter, Blackshear Times and Hoggansville News.



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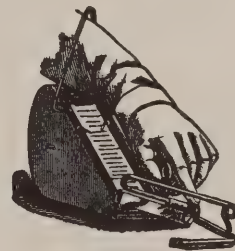
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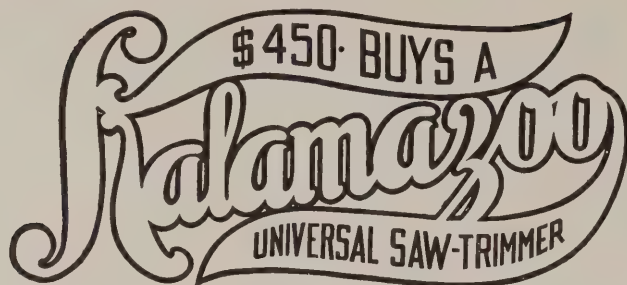
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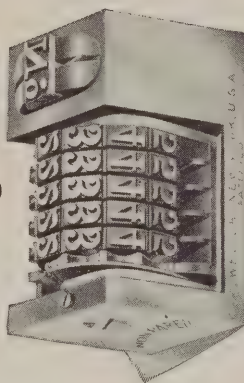


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ILLINOIS UNIVERSITY CONTEST—The Bemidji (Minn.) Sentinel first place for all-around excellence in the national contest for weekly newspapers; Bloomington (Ill.) Pantagraph first place in community dailies. Second place in weeklies went to the Centerville (Md.) Observer and third to the Walton (N. Y.) Reporter. In the daily division the Janesville (Wis.) Gazette was awarded second and the Moline (Ill.) Dispatch third. Honorable mentions to weeklies: Logan (West Va.) Banner, Kutztown (Pa.) Patriot, Algoma (Wis.) Record-Herald, Randolph (Vt.) Herald and News, Tombstone (Ariz.) Epitaph, Arco (Idaho) Advertisers, Brookings (S. D.) Register, Carmi (Ill.) Tribune-Times, Pike County (Ill.) Republican, Leesburg (Fla.) Commercial, Rawlins (Wyo.) Republican, Warren (Minn.) Sheaf, El Reno (Okla.) American, Rice Lake (Wis.) Chronotype, Walsh County Record, Grafton, N. D., Eastern Shore News, Onancock, Va., Northfield (Minn.) News, and Clinton County Republican-News, St. Johns, Mich.

WELL, WELL! HERE'S SOME NEWS

A "Wandering Willie" dropped into the Advocate office on Wednesday and asked for a meal ticket. This is the first time in years this has happened here. We supposed the traveling compositor was a thing of the past but it seems not. The days of hand composition in small country offices have gone and it is almost impossible to find a shop without a linotype of some kind. These wanderers are usually down and out because of liquor but the last one had no traces of that failing about him.

—North Adams (Mich.) Advocate.

BOOKS AND PUBLICATIONS

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—J. L. M.

CLELAND ORNAMENTS AND BORDERS

A delightful publication by the American Type Founders Co., showing not only the ornaments and borders, but demonstrating beautiful effects in colors in actual specimens. An address to craftsmen introduced the pages, in which one reads: "Attractive printing unquestionably appeals to the prospective purchaser of the article advertised—for everyone is in some degree susceptible to the influence of the beautiful—and often a simple little decorative spot or a neat border will add just the charm and interest needed to make a piece of printing impressive. Good printing invariably inspires confidence in the concern advertising an article, and, with the splendid lines of decorative material and the clean, legible types now obtainable, there is hardly an excuse for much of the dingy, commonplace printing that is being turned out. No printer has ever built a big, profitable business or an enviable reputation on the foundation of poor work—no matter how low his prices—but many there are who, after a most modest start, have built up profitable businesses in a short time by giving their customers quality printing with every job."

CARRY ME BACK TO OLD VIRGINNY

The editor is thankful to Mr. and Mrs. H. C. Hotaling for a volume of editorial correspondence to their paper, the Blue Earth (Minn.) County Enterprise, written by Mrs. Hotaling during the 1925 trip of the National Editorial Association of which Mr. Hotaling is secretary-manager. It is a pleasing diary of the trip, well illustrated, and a fine addition to the editor's library.

BOOK ON COPYREADING TASKS

A revised and enlarged edition of "Newspaper Editing—A Manual for editors, copyreaders, and students of newspaper desk work," by Grant M. Hyde, professor of journalism in the University of Wisconsin, has just been announced by D. Appleton & Co., New York. The book, which was first published in 1915. The new 415-page book is based on the author's 15 years of teaching in the Wisconsin Course in Journalism and extensive newspaper and magazine experience. The author has also published three other books on journalism that are widely used in the school and in newspaper offices. Exercises for classes and individual students, together with an improved Style Sheet and a bibliography, are new features of this Second Edition.

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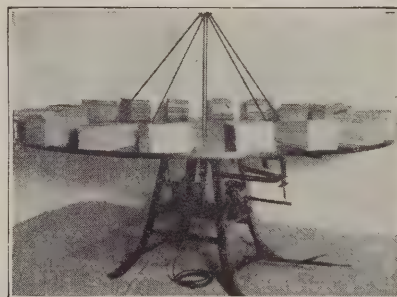
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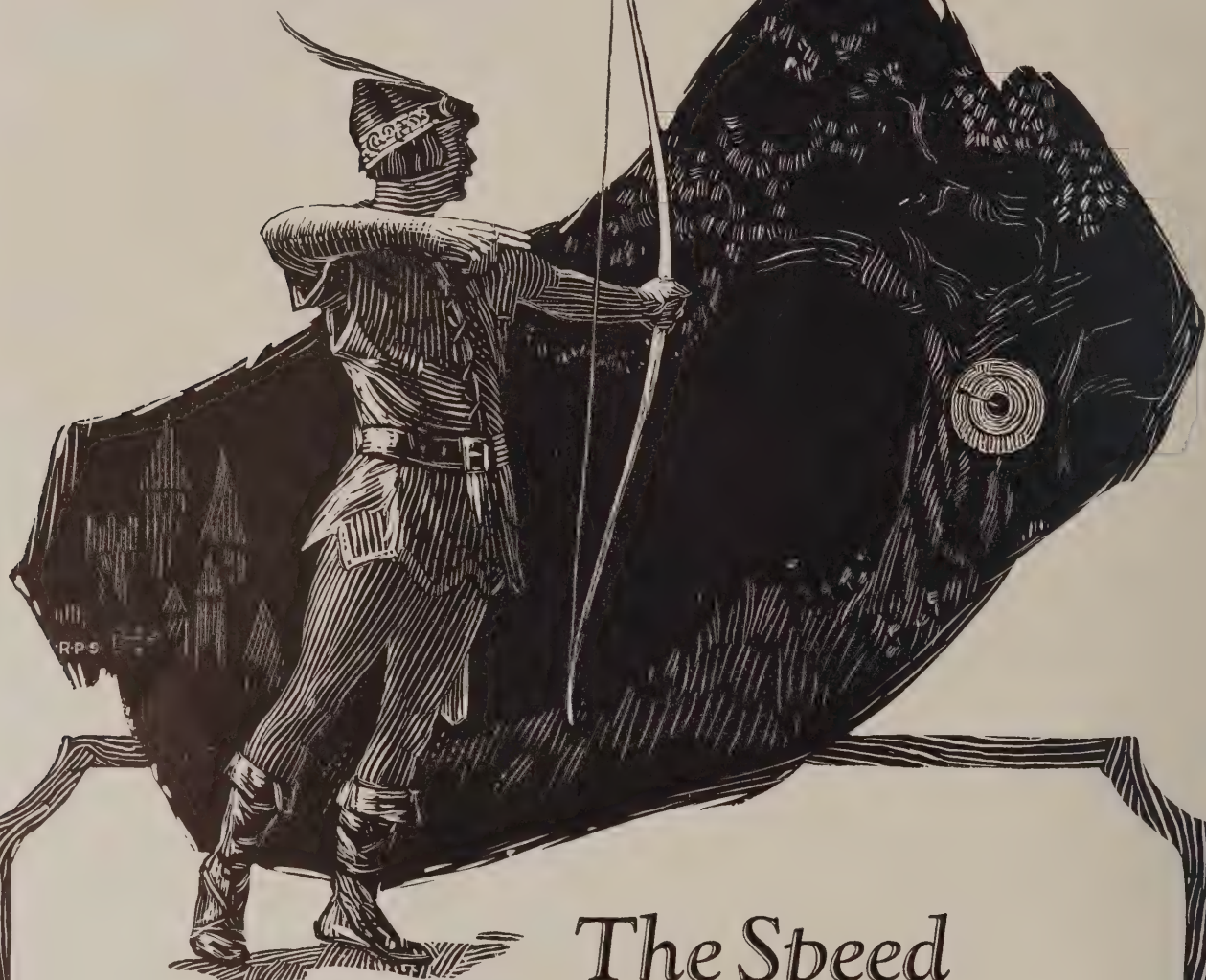
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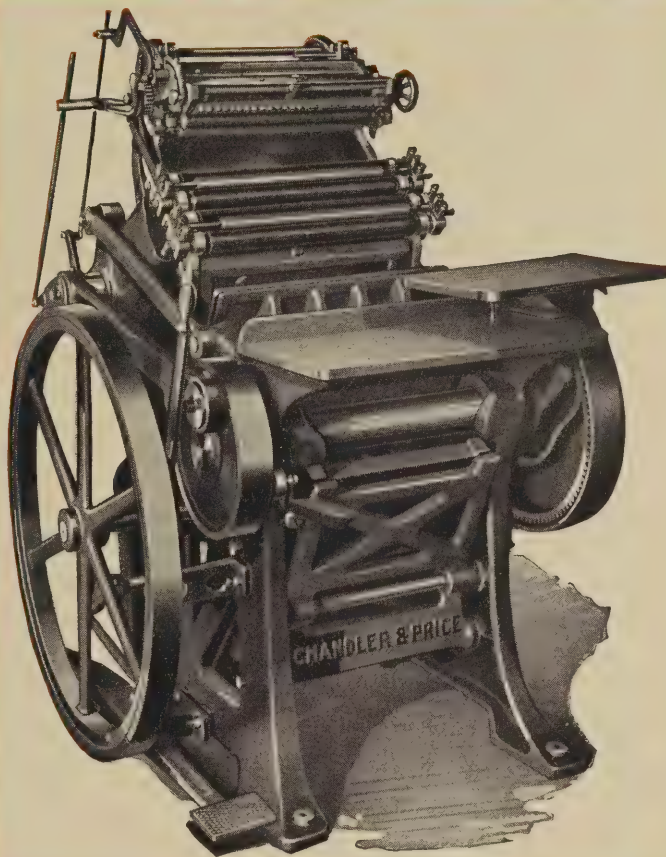
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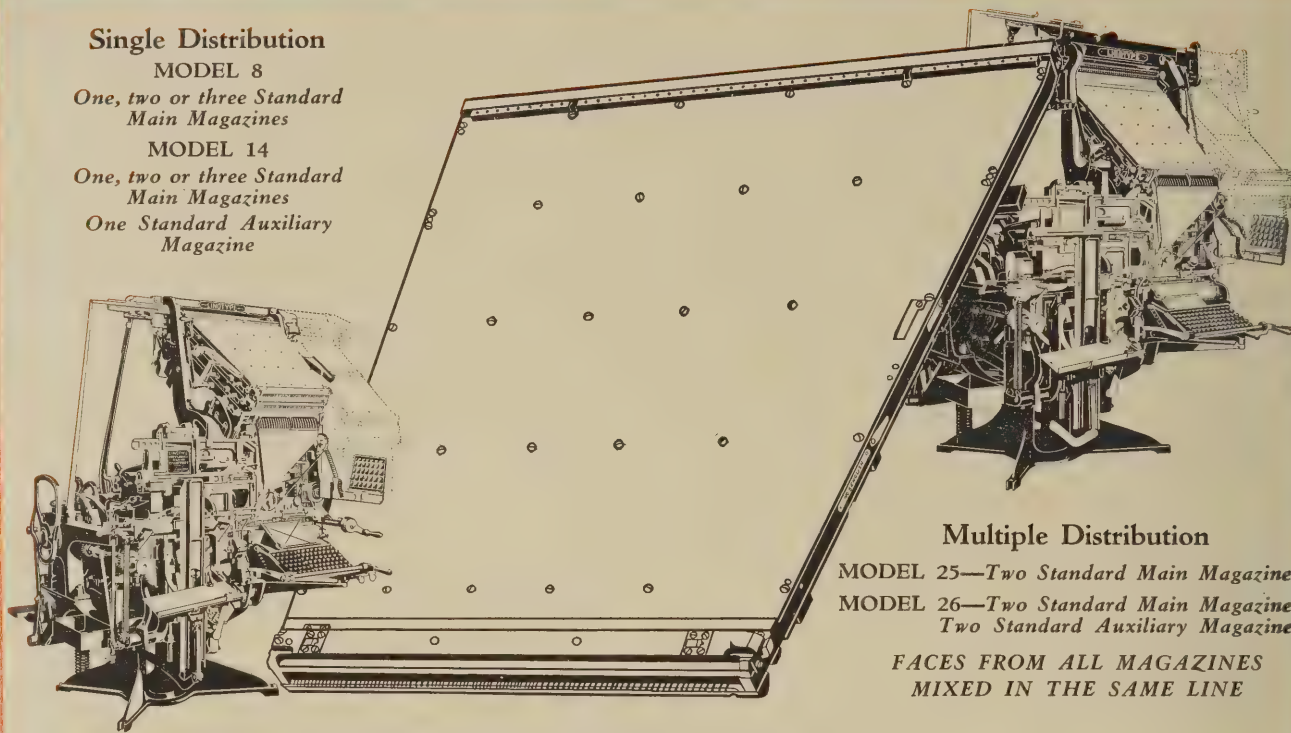
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WE WISH, for You, 100% Results for every eager desire,
every calm thought, every hearty act in the interest of improv-
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shall see it as a glowing beacon that shows up the rocks on the
Journey of Life.

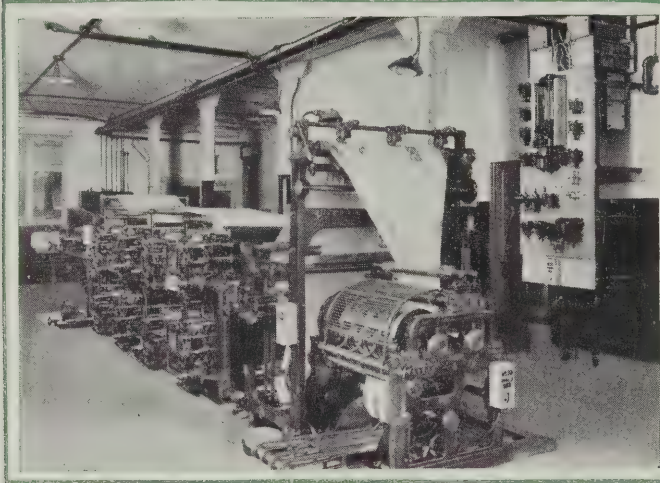
— J. L. M.

December, 1925

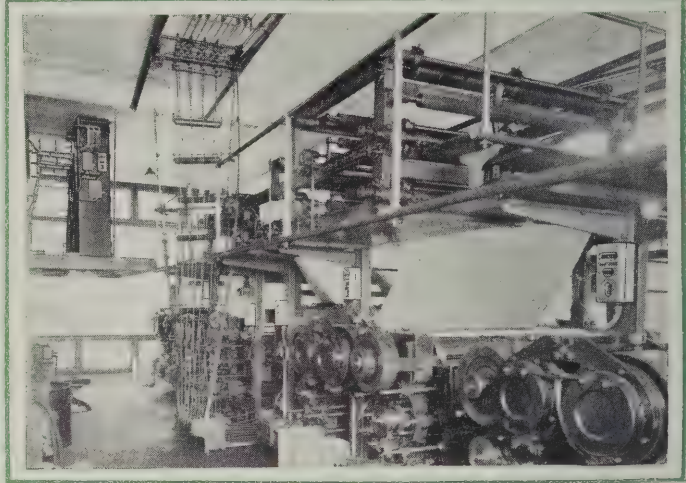
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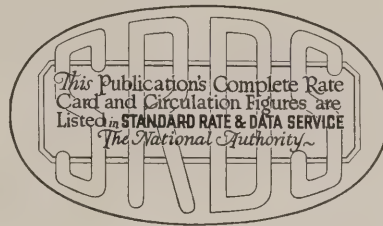
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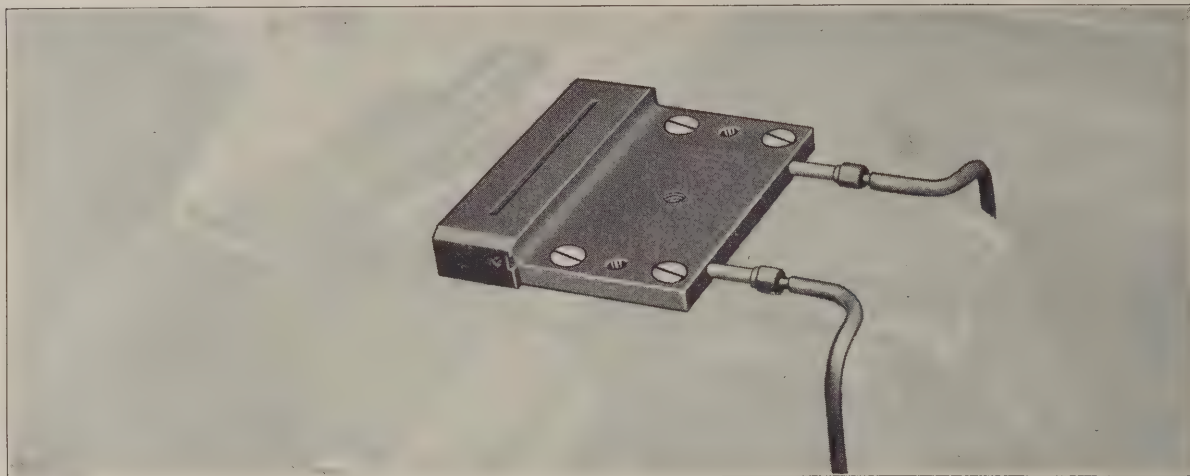


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| Alton, Ill.—Telegraph | Elgin, Ill.—News | Middletown, Conn.—Press | Quincy, Mass.—Patriot-Ledger |
| Ashland, Ky.—Independent | Evanston, Ill.—News-Index | Mattoon, Ill.—Journal-Gazette | Riverside, Calif.—Press |
| Alexandria, La.—Town Talk | Emporia, Kans.—Gazette | Monroe, La.—News-Star | Rockford, Ill.—Republic-Register |
| Augusta, Me.—Kennebec Journal | Enid, Okla.—News | Malden, Mass.—News | Rome, N. Y.—Sentinel |
| Asbury Park, N. J.—Press | Eau Claire, Wis.—Leader | Muskegon, Mich.—Chronicle | Racine, Wis.—Journal-News |
| Amsterdam, N. Y.—Recorder | Fullerton, Calif.—Tribune | Marietta, O.—Times | Rochester, Minn.—Post-Bulletin |
| Alliance, O.—Review | Freeport, Ill.—Journal Standard | Marion, O.—Star | San Francisco, Calif.—Japanese |
| Ashland, O.—Times-Gazette | Frankfort, Ind.—Times | Martins Ferry, O.—Times | American |
| Athens, O.—Messenger | Frederick, Md.—News & Post | Massillon, O.—Independent | San Francisco, Calif.—Recorder |
| Ablene, Tex.—Reporter | Fitchburg, Mass.—Sentinel | Middletown, O.—Journal | San Francisco, Calif.—Illustrated |
| Aberdeen, Wash.—World | Fremont, Neb.—Tribune | Middletown, O.—News-Signal | Herald |
| Arkansas City, Kans.—Traveler | Fayetteville, N. Car.—Observer | Muskogee, Okla.—Times-Democrat | San Jose, Calif.—Evening News |
| Albuquerque, N. Mex.—State Tribune | Findlay, O.—Republican | Meadville, Pa.—Tribune-Republican | Santa Barbara, Calif.—Press |
| Albuquerque, N. Mex.—Journal | Fairmont, W. Va.—West Virginian | Morgantown, W. Va.—News Dominion | So. Norwalk, Conn.—Sentinel |
| Berkeley, Calif.—Gazette | Fairmont, W. Va.—Times | Marquette, Wis.—Eagle Star | St. Petersburg, Fla.—Independent |
| Bloomington, Ill.—Pantagraph | Fond du Lac, Wis.—Reporter | Milwaukee, Wis.—Times | Sterling, Ill.—Gazette |
| Boone, Ia.—News-Republican | Glendale, Calif.—Morning News | Mount Vernon, Ill.—Register-News | Shreveport, La.—Journal |
| Baton Rouge, La.—State Times | Gary, Ind.—Post-Tribune | McKeesport, Pa.—Journal | St. Joseph, Mich.—Herald-Press |
| Battle Creek, Mich.—Moon Journal | Greensburg, Pa.—Tribune | New Haven, Conn.—Times-Leader | Sedalia, Mo.—Democrat |
| Battle Creek, Mich.—Enquirer-News | Greenville, S. Car.—Piedmont | Norwich, Conn.—Bulletin | Saratoga Springs, N. Y.—Saratogian |
| Benton Harbor, Mich.—News Palladium | Guilford, Miss.—Herald | Newark, O.—Advertiser | Steubenville, O.—Gazette |
| Billings, Mont.—Gazette | Hartford, Conn.—Catholic Transcript | New Philadelphia, O.—Times | St. Johns, Nfld.—Telegram |
| Buffalo, N. Y.—Telegram | Huntington, Ind.—Herald | Newport, R. I.—News | Sarnia, Ont.—Canadian Observer |
| Bartlesville, Okla.—Enterprise | Hornell, N. Y.—Tribune-Times | Niagara Falls, N. Y.—Gazette | Sault Ste. Marie, Ont.—Star |
| Bethlehem, Pa.—Times | Hazleton, Pa.—Plain Speaker | Niagara Falls, Ont.—Review | Sherbrooke, Que.—La Tribune |
| Bloomington, Pa.—Press | Hanover, Pa.—Sun | New York, N. Y.—Journal of Commerce | Sherbrooke, Que.—Record |
| Bradford, Pa.—Era | Iowa City, Ia.—Press-Citizen | New York, N. Y.—Daily Racing Form | Scranton, Pa.—Dispatch |
| Burlington, Vt.—News | Ithaca, N. Y.—Journal-News | Orlando, Fla.—Reporter-Star | Sheboygan, Wis.—Press |
| Beloit, Wis.—News | Ironton, O.—Register | Ottawa, Ill.—Republican-Times | Shawnee, Okla.—News |
| Bayonne, N. J.—Times | Iron Mountain, Mich.—News | Owensboro, Ky.—Inquirer | Shamokin, Pa.—Leader |
| Colorado Springs, Colo.—Telegraph | Jackson, Miss.—News | Owensboro, Ky.—Messenger | Sherman, Tex.—Democrat |
| Cairo, Ill.—Citizen | Jackson, Miss.—Clarion Ledger | Owosso, Mich.—Argus-Press | Staten Island, N. Y.—Advance |
| Centralia, Ill.—Sentinel | Janesville, Wis.—Gazette | Olean, N. Y.—Times | Tucson, Ariz.—Citizen |
| Chicago, Ill.—Journal of Commerce | Jeanette, Pa.—News | Oleana, N. Y.—Star | Traverse City, Mich.—Record-Eagle |
| Centerville, Ia.—Citizen | Kankakee, Ill.—Republican | Oil City, Pa.—Derrick | Tiffin, O.—Advertiser |
| Coffeyville, Kans.—Journal | Kewanee, Ill.—Star-Courier | Ord, Mo.—Standard Examiner | Toronto, Ont.—Canadian Daily Sports |
| Cape Girardeau, Mo.—Missourian | Kingston, N. Y.—Freeman | Oswego, N. Y.—Times | and Racing Form |
| Concord, N. H.—Monitor-Patriot | Kokomo, Ind.—Tribune | Phoenix, Ariz.—Gazette | Vicksburg, Miss.—Post |
| Cortland, N. Y.—Standard | Long Beach, Calif.—Morning Sun | Pine Bluff, Ark.—Commercial | Vancouver, B. C.—Province |
| Cambridge, O.—Jeffersonian | Los Angeles, Calif.—Daily News | Pomona, Calif.—Progress | Winona, Minn.—Republican-Herald |
| Chillicothe, O.—Scioto-Gazette | Lexington, Ky.—Herald | Pittsburg, Kans.—Headlight | White Plains, N. Y.—Reporter |
| Cleveland, O.—Times-Commercial | Lake Charles, La.—American Press | Paducah, Ky.—News-Democrat | Warren, O.—Tribune |
| Coshocton, O.—Tribune | Lawrence, Mass.—Sun-American | Paducah, Ky.—Sun | Waco, Tex.—News-Tribune |
| Charlottesville, Va.—Progress | Lancaster, O.—Eagle | Port Huron, Mich.—Times-Herald | Waco, Tex.—News-Tribune |
| Charleston, W. Va.—Gazette | Lorain, O.—Times-Herald | Port Chester, N. Y.—Item | Wichita Falls, Tex.—Times |
| Casper, Wyo.—Tribune | Lewiston, Pa.—Sentinel | Piqua, O.—Call | Walla Walla, Wash.—Bulletin |
| Charlotte, N. Car.—News | Lawrence, Kans.—Journal-World | Philadelphia, Pa.—Standard and | Wausau, Wis.—Record-Herald |
| Chicago, Ill.—Daily Racing Form | Leavenworth, Kans.—Times | Times | Warren, Pa.—Times |
| Cincinnati, O.—American Racing | Lockport, N. Y.—Union Sun & Journal | Pittsburgh, Pa.—Observer | Winchester, Va.—Star |
| Record | Lethbridge, Alta.—Herald | Pittston, Pa.—Gazette | Yakima, Wash.—Republican |
| Cincinnati, O.—Daily Racing Form | Lewiston, Me.—Journal | Pottstown, Pa.—News | Yonkers, N. Y.—Statesman-News |
| Danville, Ill.—Commercial News | | Port Arthur, Tex.—News | Zanesville, O.—Signal |
| Dubuque, Ia.—American Tribune | | | |

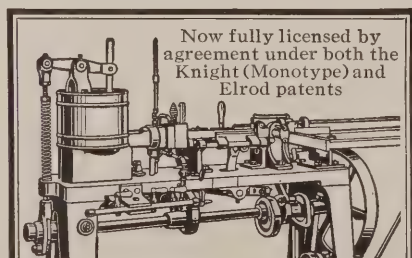
THE DUPLEX PRINTING PRESS COMPANY of Battle Creek, Michigan



The Ludlow Water-Cooled Mold

THE Ludlow water-cooled mold, recently introduced to Ludlow users, has already received a hearty welcome. It not only permits of constant recasting for hours at a time, if necessary, but also assures a solid, uniform slug under ordinary casting conditions. Thus the water-cooled mold stabilizes quality and controls conditions that heretofore have been dependent upon the human element.

To the many other advantages of the Ludlow, including rapidity, economy and an endless source of new typefaces of any size, the water-cooled mold adds a new advantage. When operating conditions cause the temperature of the molten metal to vary, the water-cooled mold goes far toward overcoming this variation and thus assures more uniform slugs.



Elrod Slug Caster

for Leads, Slugs, Plain Rules

has a real place in your plant for producing leads, slugs and plain rules in any quantity and length for less than the distribution cost of used material. Simple and automatic—no constant nor expert operator required. Elrod material is cast from any standard slug metal and is of very high quality. It stands up under even the most severe of stereotyping and press conditions.

Changing water-cooled molds is very simple and easy and takes less than two minutes. They are interchangeable with regular non-water-cooled Ludlow molds. In the Ludlow water-cooled mold the water actually circulates thru the mold itself, thus directly cooling the slug.

Every Ludlow-equipped shop will find further economy in the water-cooled mold and an improvement in quality as well.

Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street

New York: 63 Park Row
Boston: 261 Franklin Street

We have told you this repeatedly—

M-24 is

the fastest producing unit
in the job press field. . . .

Produces the finest quality
of printing in quicker time.

A durable and dependable
machine.

Handles all stocks with
equal facility.

It satisfies.



Boylan & Boylan, Printers

"Printing for Particular People"

Los Angeles

Gentlemen:

Early last February you installed in our shop one of the new M-24 Automatic High Speed Job Presses which we have used continuously since then with the best of results. On long run work, of which we have considerable, it is now indispensable, as it makes possible a production in excess of 4000 per hour, all day long.

The quality of work produced is fully up to that of our other jobbers, but jobs that formerly took a week to ten days on the platens are now finished in two or three days. We have noted this particularly on one long run that we have every month.

The machine has given us no trouble whatever as your records will show, for we have not yet had to ask for service. Cheap lightweight bonds, book, cardboard, envelopes run equally well and we would not have attempted to run some of this stock on any other automatic we know.

We certainly are well pleased with this machine and you may refer interested printers to us at any time.

Yours very truly,

BOYLAN & BOYLAN

Others Say—

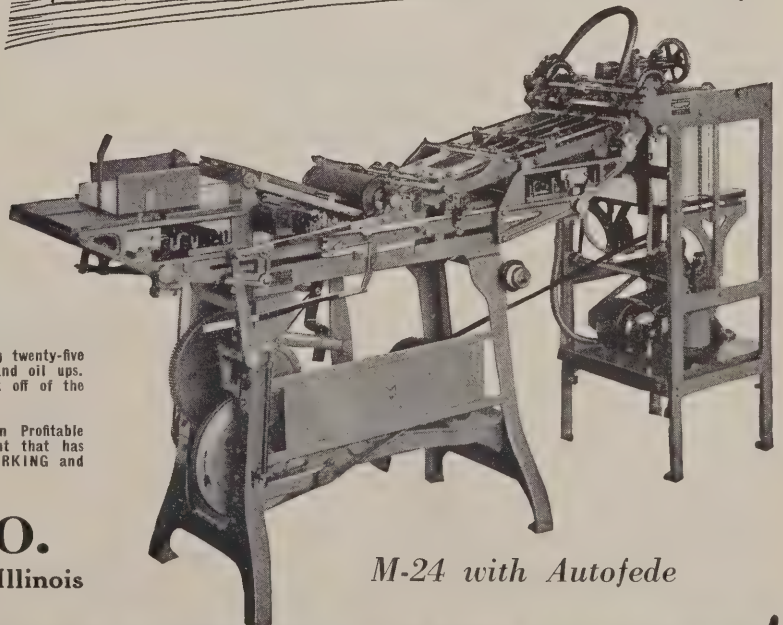
"We might say that this one job alone has more than paid the entire cost of the Press. The new Autofede is a wonderful device. It is really almost human, but different, in that it is much faster and more accurate."—Pyle-MacLaren Printing Co., New York City.

"We consider both the Press and Fede as near to humanly perfect as any machinery can be."—The S. & K. Printing Co., Inc., New York City.

"We cannot express in too high terms our satisfaction with the M-24 High Speed Job Press and Autofede. We have put it to a thorough test, printing from cuts, halftones, linotype, and hand set type, all solid forms. We find that registration and distribution are perfect, running at a speed of 4,500 impressions per hour."—Duffy & Martin, Brooklyn, N. Y.

"We run on an average of about 29,650 impressions per day, including twenty-five changes in eight and three-quarter hours. This also includes wash ups and oil ups. We are greatly pleased with the Press as it has taken most of our work off of the Platen Presses."—(Name on request.)

Hundreds of other progressive printers reaching out for the utmost in Profitable Production unhesitatingly endorse M-24 as the most startling development that has occurred in printing machinery in ages. There is a difference between WORKING and PRODUCING. M-24 Produces. Write for illustrated catalog.

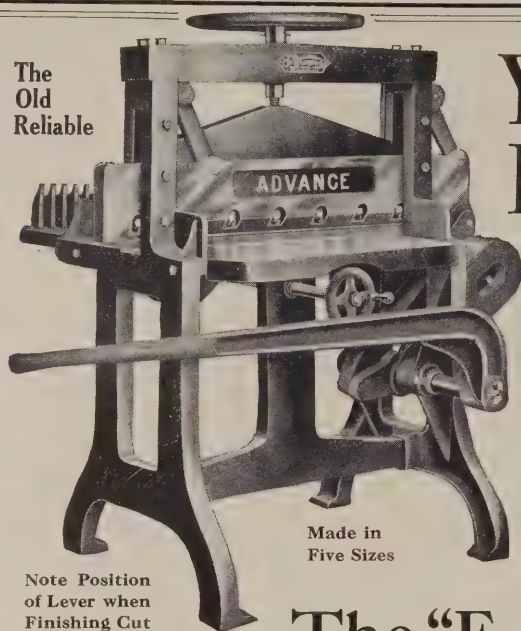


M-24 with Autofede

LISENBY MFG. CO.

608 So. Dearborn St., Dept. D, Chicago, Illinois

The
Old
Reliable



Made in
Five Sizes

Note Position
of Lever when
Finishing Cut

You Take No Chance In Buying an Advance

In the Lead for Over 30 Years

Made in Five Sizes, from the 16 and 19 inch Pony, with or without Iron Stand, to the sturdy 23¼, 26¼, and 30 inch size illustrated.

Powerful compound leverage; extra long, quickly adjusted interlocking back-gauge; adjustable gibs in side-frames; side-gauges on both sides, both front and back; half-inch cutting stick with facilities for easy removal, are only a few features of the ADVANCE.

The "E-Z" Cutter

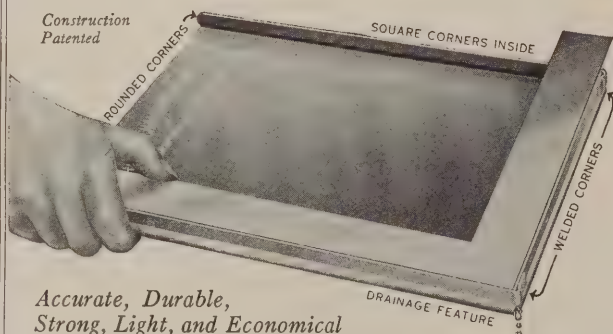
Advance Pony Cutters are thoroughly practical small cutters and do accurate and rapid work. Hundreds of printers use them for their small jobs to release the larger cutter for heavy, large work. They are also used in the supply departments of Railroads, Insurance Companies, Banks, Photo Finishers, Public Service Corporations, etc.

SOLD AND GUARANTEED BY ALL SUPPLY DEALERS



With or
Without
Stand

Challenge Pressed Steel Galleys



*Accurate, Durable,
Strong, Light, and Economical*

The Single-Piece Steel Galley

Made in all standard job, news, and mailing sizes, including 13-ems plus one point and 26½-ems plus two points. These latter sizes can be furnished with Challenge Removable Galley Locks. Special size Galleys made to order promptly.

Send for Circular, List of Regular Sizes and Prices

The Sieber Adjustable Hand Punch

Strongly constructed and will handle all kinds and sizes of loose-leaf sheets. Self-sharpening dies are easy to adjust and lock in place, and table is graduated in plain figures to facilitate quick adjustment. Has adjustable back-stop for back edge of sheet.

**A Really Practical
Moderate
Priced Adjustable
Multiple
Hand Punch**



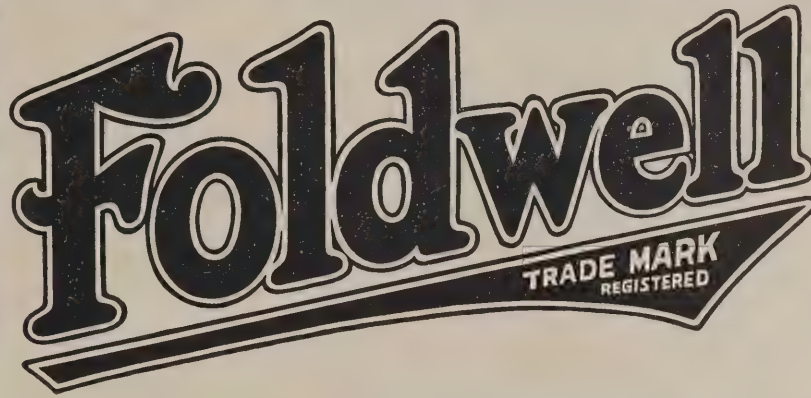
Punch movement is easy and positive, an eccentric shaft giving extra power to the stroke. Handsomely finished. Table, handle, grip, and dies are nickel-plated. Shipping weight 17 lbs.

\$25.00 INCLUDES TWO
SOLID ROUND
HOLE DIES

*Price in Canada
is slightly higher*

Sold by Dealers—Ask for Sieber Circular Showing Dies

The Challenge Machinery Co. General Offices, Grand Haven, Mich.
Branches at Chicago and New York City



☛ These are the big national advertisers whose finer pieces of direct mail matter, printed on *Foldwell*, have been shown in *Foldwell* advertisements during the year :

ALUMINUM GOODS MFG. CO., *Mirro Aluminum*
 ART METAL CONSTRUCTION CO., *Office Furniture*
 C. G. CONN, LTD., *Band Instruments*
 THE TODD COMPANY, *Check Protection*
 THE WESTERN CO., *Dr. West Tooth Brushes and other products*
 WILSON BROTHERS, *Men's Furnishings*
 AMERICAN BOND & MORTGAGE CO.
 BURROUGHS ADDING MACHINE CO.
 SETH THOMAS CLOCK CO.
 WESTINGHOUSE ELECTRIC CO.

Each piece, according to the advertiser's own reports, was a result-getter. Most of the pieces were produced in large editions — from one-half to one million runs. The pieces varied widely in style, art work, plates, copy and plan. In one respect, however, they were identical; the utmost was made of art work and copy through *beautiful printing*; and through the integrity of the stock on which they were carried, these elements were *at their best when the messages reached their destinations.*

FOLDWELL is the vehicle
 for thousands of direct mail successes—a safeguard for big and
 important printed selling messages



A Word About the Foldwell Layout Book

When the present edition of the *Foldwell Layout Book* is exhausted, we will have to hold requests for copies probably six months. The cost of the book is too great to keep it continually

on the press. While the edition lasts you may secure a copy without charge by writing on your business stationery. This book, fully illustrated in color, deals with the elements of layout.

CHICAGO PAPER COMPANY

801 S. Wells Street, Chicago

Manufacturers of the FOLDWELL line of Folding Coated Papers

Coated Book : Coated Cover : Coated Writing : Dull Coat Writing : Split Color (in four colors)

Cooper

Type Faces

**they are either working for you
or against you!**

Look about you, and when you look, be alert to the type faces you see. A successful printer or advertising man of the now must be a close observer of trends in the use of types and illustration. If he can not lead, he should make every effort to keep abreast. If he can not keep abreast, he will fall behind. If he falls behind, he may soon be left out of the procession altogether. In looking about you, there is no chance of mistaking the Cooper type faces. They dominate. You see them in big ads that have something to say that must be seen—in little ads that can not be overlooked. The broadsides, booklets, folders and mail pieces of all sorts that come to your desk are displayed in Cooper—if they do not subdue the type and depend upon expensive pictures to gain your attention. If you have Cooper types, you are producing your share of the mass of selling matter printed with the Cooper types. If you haven't them, they are not working for you—but pulling business, and lots of it for the other fellow who is leading or keeping abreast. Better put the Coopers to work for you—and today is a good day to send your order.

Specimens on Request

**Barnhart Brothers
& Spindler**

**Chicago Washington, D.C. Dallas Omaha Seattle
Kansas City Saint Paul Saint Louis Vancouver, B.C.**

Cooper Initials

COOPER has now completed six of the twenty-six initials he promised to do for us. Only the six letters can be furnished—sizes 24, 30, 36, 48, 60, 72, 96

Note that the "color" is of weight about the same as that of the type mass

TINT BLOCKS FOR TWO-COLOR
PRINTING ARE MADE ALSO



Products obtainable through AMERICAN TYPE FOUNDERS COMPANY, Branches in Principal Cities

MOST OF THE PAPER CUTTING IN THE WORLD IS DONE ON SEYBOLD CUTTERS

They are made in Dayton, Ohio, which is the approximate center of population of the United States and geographic center of the industrial world.

The terminations of the radial lines indicate countries in which Seybold machines are used.



Seybold Cutters and Trimmers have carried for nearly half a century the responsibility of the world's greatest cutting problems and the world's greatest volume of cutting.

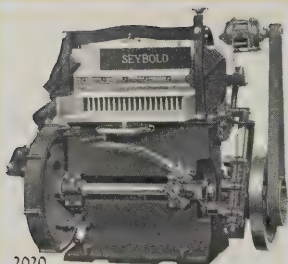
Their dependable operation at home and abroad has proven the merit which entitles them to selection.

THE SEYBOLD MACHINE COMPANY, DAYTON, OHIO, U. S. A.

Sales Agencies and Service Stations: New York · Chicago · Atlanta · Dallas · San Francisco · Toronto · Paris · London · Buenos Aires · Stockholm

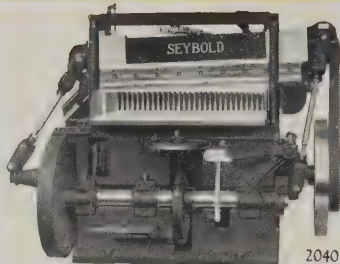
SEYBOLD

CUTTERS, TRIMMERS AND DIE PRESSES



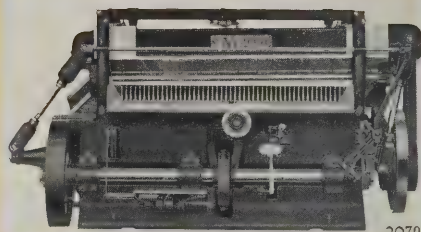
2020

AUTOMATIC CUTTER—32 and 38-inch Sizes



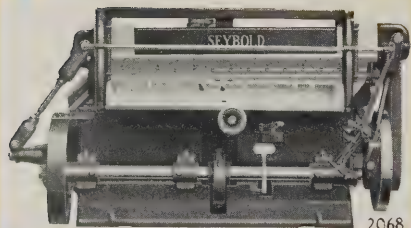
2040

AUTOMATIC CUTTER
40, 44 and 50-inch Sizes



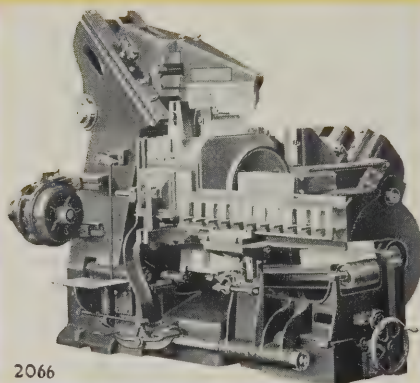
2079

AUTOMATIC CUTTER
56, 64, 74, 84-inch Sizes



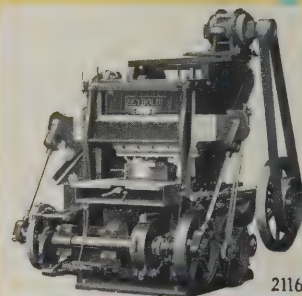
2068

MILL AUTOMATIC CUTTER
56, 64, 74, 84, 94-inch Sizes



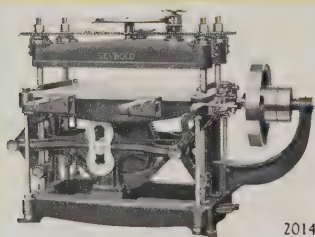
2066

CONTINUOUS AUTOMATIC BOOK TRIMMER
Trough Feed; Belt Conveyor Delivery; Air Suction Chip Remover



2116

THREE-KNIFE BOOK TRIMMER



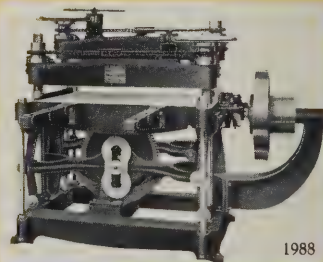
2014

SINGLE HEAD DIE PRESS



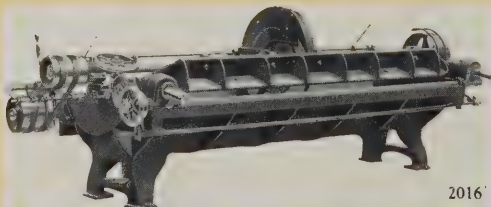
2055

ROUND-CORNER CUTTER



1988

DOUBLE HEAD DIE PRESS

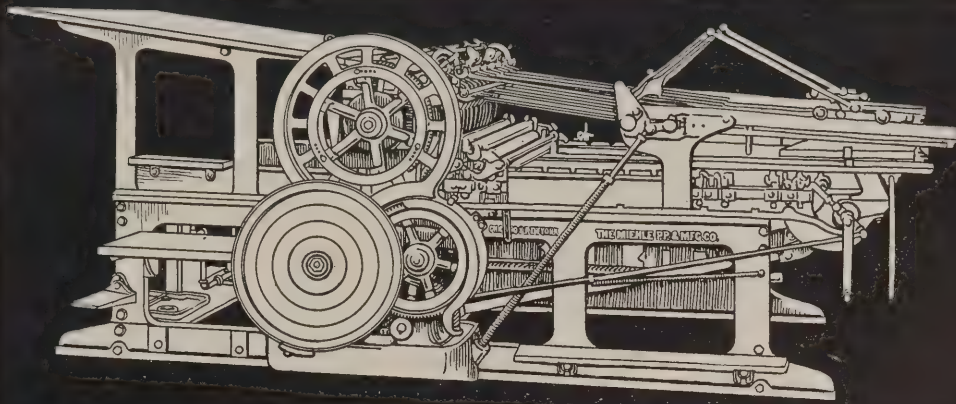


2016

AUTOMATIC KNIFE GRINDER
72, 82, 92, 102 and 112-inch Sizes

THE SEYBOLD MACHINE COMPANY
MAIN OFFICE AND FACTORY
DAYTON, OHIO, U.S.A.

The Miehle



LOST TIME

LOST time on a Miehle is never due to any deficiency in the press itself.

The Miehle is always ready for any and all kinds of work. It makes no difference what you bring to it; it will handle the work more easily, more speedily and turn out a better job than is possible on any other two-revolution press.

Lost time on a Miehle is always due to conditions outside of the press.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth and Robey Streets, Chicago

Sales Offices in the United States

CHICAGO, ILL.—1115 Broadway Block

PHILADELPHIA, PA.—1863 Chestnut Street

BOSTON, MASS.—75 Park Street

NEW YORK, N. Y.—240 West 40th St.

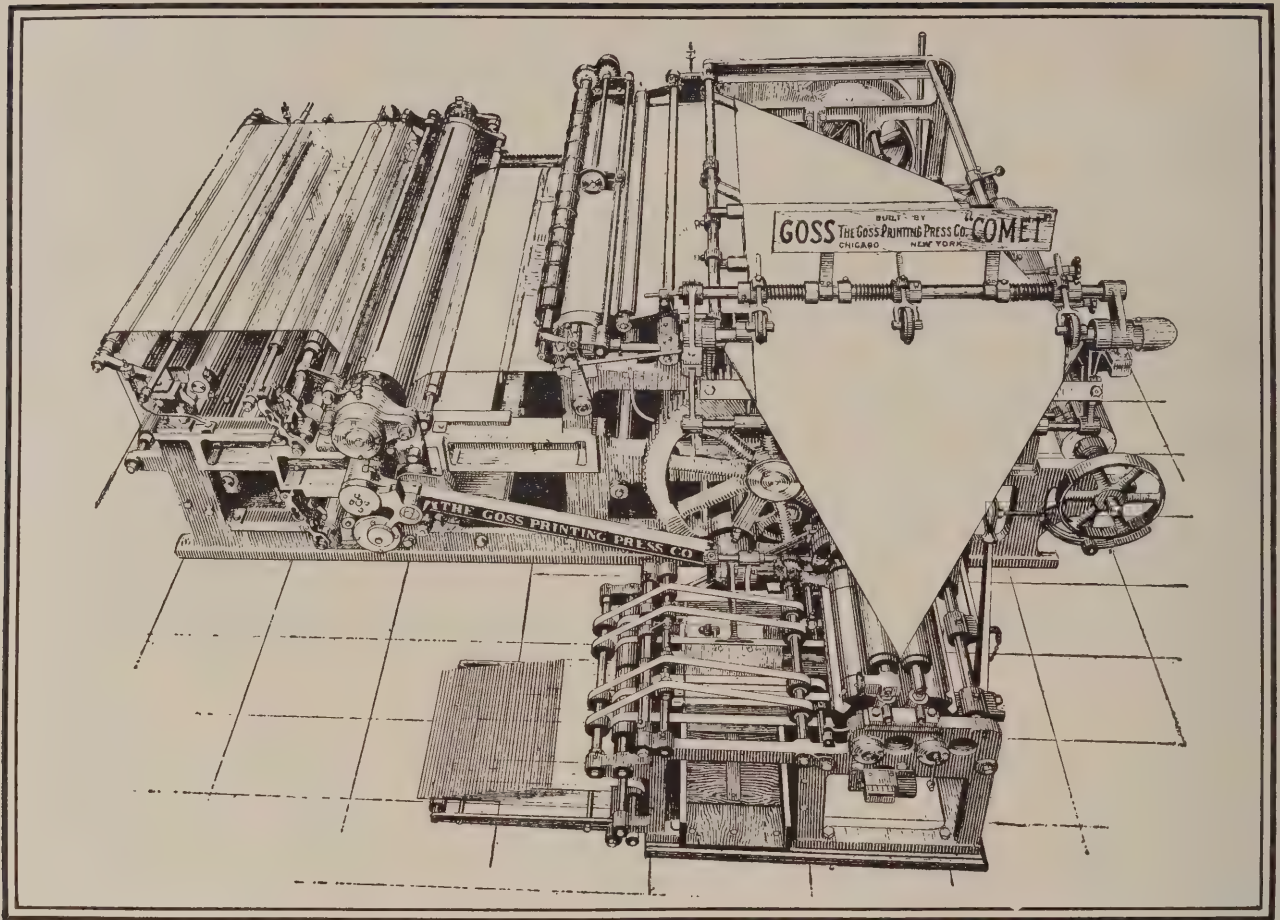
DALLAS, TEX.—511 Deane Bldg.

SAN FRANCISCO, CAL.—109 Mission St.

ATLANTA, GA.—Atlantic Printing Supply Co.

DISTRIBUTORS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Ont.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED



“THE little old Goss ‘Comet’ will always have a warm place in the hearts of the management of The Star,” advises Roland S. Heller of The Star, Lima, Ohio.

“The service that it has rendered this company during the past eight years has been very satisfactory and remarkable . . . printing over 9000 copies every morning with two runs. The first run starts at eight o’clock and finishes be-

tween eleven and twelve midnight. The last run starts at two o’clock and finishes by five o’clock.

“It’s a big job but the fact that we are doing it proves the ability and durability of the Goss ‘Comet’.”

Investigate why “Comets” are the leading choice of successful publishers of smaller newspapers everywhere!

THE GOSS PRINTING PRESS CO. • CHICAGO

*The Goss Printing Press Company of England, Ltd., London
Messrs. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent*

GOSS
“COMET”

LITTLE BROTHER TO THE BIG PRESSES THAT PRINT THE METROPOLITAN PAPERS

NATIONAL PRINTER-JOURNALIST

Copyrighted

Established 1883 as The Printer and Publisher.
Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.

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PACIFIC TERRITORY REPRESENTATIVE
Coast Pub. Co., 756 So. Broadway
Los Angeles, Calif.

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Advertising Rates on
Application

Volume 43

Milwaukee, Wis., December 1925

No. 12

SLICED HIS PAGE-COST WITH SHORT-CUTS

*Breakdown and Some Good Advice by Chief
In Scripps-Howard League, Started This Fore-
man and Men Onto a Happier Track*

By R. J. BARRETT

*More Than a Dozen Years in Charge
of Daily Newspaper "Comp" Rooms**

THE crying need of business today is to keep the cost of manufacture down, and this is particularly true of the composing rooms of newspapers. The average newspaper executive is continually pounding composing room superintendents to reduce the page cost, notwithstanding the fact that the labor costs are continually mounting. I am endeavoring in this article to give you a few of my experiences as superintendent of composing rooms which enabled me to keep my page cost down to less than \$9 a page.

In 1911, when I was 22 years of age, I was offered the foremanship of a composing room on a new Scripps-Howard Newspaper, published in a city of 70,000. Two experienced printers had the position shortly before and quit.

Like probably 90% of men who are new to executive positions I made the mistake of endeavoring to work with my hands instead of with my head. In three weeks I broke down under the strain and spent the next two weeks in a hospital.

When I came out, the head executive of the Mechanical Department of the Scripps-Howard League, and one of the best men I have ever had the pleasure of working for, spent a few days with

me and pointed out that the foreman's job is to use his head.

I started out to figure simple ways to handle a composing room and soon found out that when I simplified the work for the men, conditions improved, an *esprit de corps* immediately went through the composing room, and employes made suggestions. When I gave those suggestions a trial I found that live competition developed among the employes to improve. I find that a *new idea suggested by one of the force, if good, has two people working for it—one is the man who suggested it, and the foreman.*

The easier way to get maximum production and low page cost is to make it easier for a man to do more, rather than forcing him to do more.

*Puts News Dump and Proof
Press Within Speaking Distance*

IN most offices you will find the news dump quite a distance from the proof room. If one stops to consider the thousands of proofs taken during the year, the time consumed in traveling to the proof room and back to the news dump is enormous. Is your proof room close to the news dump?

All borders for boxes and heads should be cut to size and placed conveniently to the bank so that it will not be necessary to go to the saw or

HERE YOU CAN
FIND OUT : : : : :

HOW to get Co-Operation
and Co-Ordination in the
Composing Room

HOW to get Editors to Reg-
ulate the Flow of News
Copy

HOW to set "Boxes" with-
out High Cost or Confu-
sion

HOW to decrease the scram-
ble at Edition Time

HOW to speed up Laying
Out and Closing Up Pages

AND OTHER GOOD
POINTERS

border rack to box a head. We used a Mohr saw on the head machine and the slugs came off the machine cut to size.

I found it very convenient to have all single column news boxes one pica narrower than single column measure. As soon as this is received the bank man goes to the saw and cuts it off, but when he gets corrections, in order to save time, I placed a little hand cutter at the end of the bank which was bolted to the width of the box, so it was only necessary to cut slugs off and not watch the measure. This little system saved a considerable amount of distance traveled.

*Record-Breaking Speed in
Make-Up Through Simple "Lift"*

A GOOD deal of time and money is wasted on the make-up table. After figuring out various methods I finally evolved a system whereby one man was able to make up a paper with five editions daily. He did not, however, do

*MR. BARRETT'S most recent experience, and application of his methods, have been with the Akron (O.) Daily Times.

BARRETT SAYS

THE only "Mystic Secret" of cutting Composing Room Costs is to find all kinds of little short cuts, and by using the Head more than the Hands.

* * *

the classified. He averaged a twenty-six page paper daily for seven days, and this man did not think he had a hard job. The method of accomplishment was as follows:

The make-up man scheduled the paper on printed sheets for each page, showing columns and inches. As soon as he finished scheduling a page with ads called for, he handed it to an apprentice boy who laid the ads in the page and put the cut off rules and column rules in place for make-up; also the folio. If an advertisement was missing he would place a piece of steel base (the size of the advertisement) in the place called for, leaving the schedule laying on top of the page to show what ad or ads were missing.

By the time the make-up man was through scheduling the ads, the apprentice (or apprentices, on heavy days) were through laying out the pages. The make-up man then started, and the fact that a 3 by 10 ad was missing in a page proved no handicap; for, a solid piece of base of the required size was in its place.

When the make-up man had finished placing the type in a page, the apprentice boy spaced it out for him. If an ad was missing he watched for it and placed it in the page when it came from the ad alley.

I had all my column rules made in a casting machine the long length for the make-up man, and instead of putting in two or three pieces he would lay a long piece on the form, mark it with his make-up rule and cut it off with a hand cutter convenient to his table. This saves splicing the column rule for different lengths. The usual method is to get a long piece, and then measure the remaining space and go back to the column rule rack for another piece. A one piece column rule is not falling down in form and it is easier to slide type up and down the column.

Proofing Methods Help in Solving Late Rush News Puzzle

CO-ORDINATION in a composing room is one of the biggest factors in reducing costs. I mean by this that the ad alley should not be setting theatre ads or correcting; the make-up man trying to make up a sport page, the copy cutter running out society news and proof readers reading telegraph news. By adopting a schedule, pages will be closed much earlier. If your ad alley, proof room and copy cutter work along with your make-up man, giving

Friend O' Mine

By EDGAR WHITE

Macon (Mo.) Republican

*IF you and I were fishing
From a dug-out with a sail,
I'd wish that every fish you caught
Would weigh out with a whale.*

*If you and I were hunting
In recesses from the sun,
I'd wish that all the bears that fell
Were brought down by your gun.*

*These wishes come at Yuletide
For a comrade tried and fine,
Whose trust has been unfaltering
All along the line.*

him stories and ads in certain order, it is quite possible for one make-up man to do what three do in the ordinary office.

Every composing room has the problem of news coming from the editorial room about the time a certain page is closed, and it is then necessary for the make-up man to wait for that piece of news to be set. I cut this waiting time to a minimum by giving the bank man instructions to proof all rush stories on green paper. We used white paper for our ordinary stuff and green for rush. The proof readers had instructions to drop other proofs as soon as one on green paper appeared. The same instructions were given to the Linotype operator. A news item, printed on green paper, therefore, worked through in a

very short time without someone following along behind it and telling each person to rush it. You could stand fifty feet from a Linotype and tell if the man had a rush proof. From about twenty minutes before edition time I proofed all stories for all editions on green paper with the result that they worked through much faster than proofs on white. After adopting this green proof paper for rush proofs I found I had the type over to start pages at least five minutes quicker than I did when using white all the way thru.

A Copy-Cutting Plan, Which Saved Men, Money and Time

A GOOD copy-cutting system whereby the copy cutter gives the make-up man the size of the stories he needs

GETS ERRORS AND CORRECTIONS DOWN TO PERCENTAGES

to make-up pages, and not large column stories when the make-up man is trying to close up small holes, is invaluable in speeding up the closing of forms.

About 80 per cent of composing rooms separate the copy from the head and have a guide line on the copy. The head goes to the head letter operator and copy on a hook by the bank. The head letter operator sets the heads and dumps them on a galley and the news operators set the stories, putting a guide line at the head of story to show the bank man what head the story calls for. It can easily be seen that under this method it is frequently necessary for the bank man to look over two or three columns of heads to find the one the story calls for.

I found that by having the head letter operator handle all the copy and use the letter system on the bank, we saved a considerable amount of time. The head letter operator sets all heads as far as possible before the story is given to the news operator. This saves setting a guide line for each story except where the story calls for a certain page, and when the story reaches the bank it is proofed up immediately instead of waiting until a head is found for it.

If a story is a long one and carries a head of many lines the copy cutter cuts it off and marks it, for example "1A." The next take of the story he marks "2A," and so on until the end of the story is reached, which he indicates with a blue pencil. He places the different takes of the story on a hook and several operators can be working on that story while he is setting the head. When he finishes the head he goes to the news dump and places it on a galley of a hook marked "A" and as each operator finishes his take he brings it to the bank and knows exactly where he should place his take on the galley. By this method it is possible to handle a column story in a few minutes, and it is possible to have several news operators working on the same story. A bank with the twenty six letters of the alphabet on it will handle the largest composing room in the country.

Here Are a Few Kinks for Use in Big Ad-Alley Days

REGARDING the ad alley: By adopting labor saving methods in handling ads it is possible to almost cut an ad force in two. In the average office where they handle department store advertising with many sizes of type in the same advertisement, it is customary for the ad operator to set each size of type and dump each one separately on different galleys. The result is when the floor man starts to assemble the ad and picks up a piece of copy with four or five different sizes



R. J. BARRETT

Newspaper Composing Room Foreman Since 1911, at the Age of 22, Who Divulges Methods Which Have Given Him Wide Prestige

of type on it, he has to look over three or four different galleys to find the type he wants, and if a piece is missing he has to stop the machine to set it. Often an hour is consumed on a full page ad in assembling the sizes of type.

I adopted a system which only took ten minutes more at the maximum on the part of the Linotype operator and saved many hours on the floor, and also served as a double check, as I knew that everything was set before the ad man started to assemble the ad.

After setting each size of type the ad operator placed it on a galley alongside of his machine, and when he was setting ten point and the next paragraph was eight point, he reached out to a galley by his side and picked up the eight point and placed it in his stick where it belonged. It is apparent that if the type he was looking for was not set he could not insert it, so he set it or had it set, on another machine if necessary. The result was that as soon as the ad reached the floor the ad man started putting it together and he never had to stop and wait for a missing section, as everything was set before it left the machines. This consumed a little more time of the machine operator but that was more than compensated for by the time saved by the ad alley.

I had all machine display set before the ad operator set the body matter, and the display lines were placed in the

stick in the order in which they belonged. I followed the same system on the floor for Ludlow display and handled that before the ad was given to the man to assemble. An apprentice boy with a fair amount of experience could function as an assembler as well as the ordinary card man.

Getting Editors to Regulate Flow of Copy "Can Be Done"

CONTROLLING the flow of copy from an editorial room is a difficult problem. When I first started I found I was getting swamped at certain periods of the day and was slack at other periods. I never had any facts on which I could tie the editorial room down. Finally I decided to keep a check on this, and had printed a slip divided into fifteen minute periods of the day; as copy came from the editorial room the time of arrival was stamped on the copy and the copy cutter filed out this slip. By this method I was soon able, if the editorial room swamped us with copy, to go down to the editor with some facts. When you go into an editor for a conference and you have printed slips with facts, and he sees the periods of the day when they were not sending out copy, your chances for straightening out the matter are very good.

Here's a Study of Errors in Composition, Which Pays Well

ANOTHER big factor in cutting composing room costs is dividing responsibility. My copy cutter was instructed to call me any time he thought he was stuck, otherwise I would hold him responsible. The same instructions were given to the ad foreman, make-up man and proof room.

I have found that a foreman can accomplish more in a composing room by being free to circulate around the room at all times and watch things rather than by being tied down to some desk.

One of the greatest problems I had to contend with was the criticism of a publisher regarding the number of errors that appeared in the newspaper. A careful check-up showed me that about 95 per cent of the errors that appeared, excluding railroad stories, occurred in making corrections. The other 5 per cent of errors slip by the proof readers. After much investigation I found that the average operator made between 7 and 8 per cent of errors in the first setting of type, and 65 per cent of these errors were simple errors that any operator could have detected had he been able to read his line. The other 35 per cent of errors were style errors, capitalization and division of words.

Not only were the original errors very costly but the cost of correcting

Cooper county is that of Dr. R. E. Howlett, "veteran country doctor who was first a Confederate army surgeon."

The ads are nicely set, in neat borders, and occupy the pages opposite the reading matter. One of the page ads, is for the paper, because Mr. Nelson is a friend of the principle that if advertising is good for the general business man it is also good for the publisher. In a few straight-talking sentences The *Advertiser's* publisher tells the reader something of the character of the service he is giving, and adds: "The bigger our business the better our service will be."

THE Rural Life Edition was published July 3. Mr. Nelson was asked for the results of his enterprise.

"It was a decided financial success," he said, "but the fine thing resulting from our work was the responsive chord it struck in the hearts of my rural readers. They certainly did appreciate it, and were not backward in telling me so."

"The gross advertising totaled \$1,400. This, of course, was gratifying, but the added prestige given the paper by the issuance of the Rural Life Edition was worth infinitely more."

Congratulatory letters were received from so many newspapers and friends that Mr. Nelson did not have space to print them all. Many of the letters were from the editors of large city papers.

The distribution of such an attractive Rural Life Edition was an eye-opener to many of the people of Cooper county. They were surprised to learn that their home town newspaper plant had the extensive facilities for getting out a publication of such high class typographically and mechanically. That was another important feature that added markedly to the *Advertiser's* reputation, and created considerable new business.

BOONVILLE is a county seat town of 5,000, on the Missouri river. A new \$400,000 bridge has just been built across the river for No. 2 state highway that runs from St. Louis to Kansas City.

The *Advertiser* is an 8-page paper, with over 3,000 subscribers.

PATENT BASE PLATES CAN BE FILED HANDILY

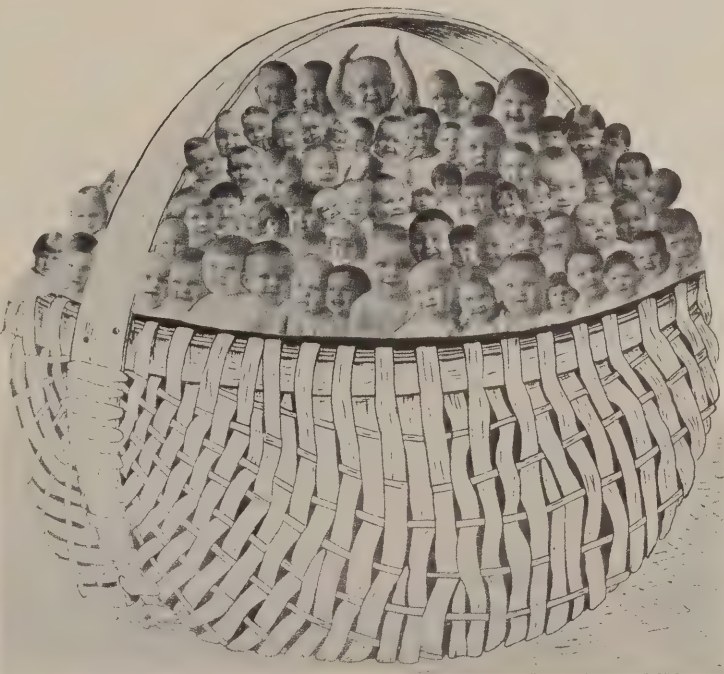
THERE are two methods commonly used for filing patent base plates. First: File the electros flat in shallow wooden drawers in filing cabinets. The drawers are one inch deep, fifteen inches from front to back and twenty inches wide, each cabinet containing fourteen drawers. These cabinets are sectional.

Another successful way is to have made or buy a quantity of pasteboard boxes half an inch or an inch deep and file the plates in these. The half inch boxes take single plates and the one inch boxes sets of color plates with strawboard between them. A rack is built with vertical partitions about an inch

RURAL LIFE EDITION

The Boonville Advertiser

BOONVILLE, MISSOURI



Cooper County's Best Crop

This Issue 15c per copy; 20c postpaid

FRIDAY, JULY 3, 1925

COVER PAGE OF NELSON'S RURAL LIFE ISSUE
Reset From the Original, With Cut-Insert From Photo
of Artist's Design; Its Appeal Was Instant and Lasting

and one-half apart, so that the boxes containing the plates may be slid vertically on edge, one box in each division.

The boxes containing the plates are labeled on the outside edge.—U. T. A. *Bulletin*.

LOCATION OF PLANT FACTOR IN VOLUME

THERE is such a vast amount of traffic along the main business streets of a great city that it seems safe to say that any good print shop could be located on such an avenue with the assurance of success. The attractive printing establishment on a main street will automatically "pull" business. The small print shop on a main street, and one having a nice window display of printed matter, may depend upon a

substantial amount of new business coming in without solicitation.—*Challenge Machinery Co. "Printers' Album."*

HELP RUTGERS OPEN CLASS IN JOURNALISM

THROUGH the aid of the New Jersey Press Association, Rutgers University, New Brunswick, N. J., now in its 160th year, has opened a course in Journalism, directed by Dr. Allen S. Will of Columbia University.

EDITORIAL PAGE BRIGHT

THE Vale (Ore.) *Enterprise* on its editorial page now carries a column of *Views in Brief*, signed; a column of *Snappy Stuff*—paragraphs, epigrams and unusual news notes; and, *Editorial Comment*. Twelve-point, 26-em composition is used.

NEVER SEE a "RUSH" HERE

How Smoothness in Operation, With Exceptional Beauty of Production, Have Been Made Every-Day Facts in Church's Daily Newspaper, and Job and Book Printing Plant

IN INTRODUCING Willis J. Abbot, editor of *The Christian Science Monitor*, to the students in the School of Journalism of the University of Missouri sometime ago, Dean Walter Williams said: "There are two kinds of newspapers. *The Christian Science Monitor*, and all others."

This international daily, founded by Mary Baker Eddy, and its activities, have interested the newspaper and printing field since 1908.

It is not surprising that a newspaper and the publishing and printing plant of which it is a part, with many unique features with respect to management, policy and purpose, should have equally distinctive characteristics in their mechanical and business departments.

Some Items of Exceptional Care Taken in Production

NEWSPAPER and advertising men in Europe and America have called this daily the best job of newspaper printing in America. The utmost care is taken with every detail of presswork. Blue black ink is used to bring out the tones in the cuts on the picture page or any other page that may have enough illustrations to warrant its use. Cuts with an extremely dark background rarely appear. If the photograph is black the artist makes a line drawing. A screen of 60 to 65 is generally used although one of 85 may be employed with success.

In its quest for the best typographical appearance, the *Monitor* has trimmed off capital italic W's and other letters so that lower case letters will fit more closely to the capital letter.

"This may seem like a small matter," said Amos Weston, head of the production department, "but it is one of the refinements that make good printing. The eye of the craftsman is offended by the wide spacing between the Bodoni italic capitals and lower case italic letters."

The *Monitor* has had type foundries build up capital F's and T's in Bodoni and Caslon italic to prevent the serifs from breaking off in stereotyping. The lower case f in Bodoni italic was also built up to prevent breaking off. Thus unsightly broken letters seldom appear, and there is no broken type to replace. The saving in type replacement has more than offset the extra cost of building up according to Mr. Weston.

The *Monitor* uses a large number of initial letters for boxes and feature articles. Machinists have cut away part

By NORMAN J. RADDER

*Associate Professor of Journalism
University of Indiana**



MAKING UP THE MONITOR

Three Major Editions Daily, Which Circulate Over the World, Using a Novel "Regional" Ad-Plan

of the initial matrices to allow quotation marks to fit in closer to the letter. Much of the beauty of typography and ingenious refinements of *The Monitor* are due to W. W. Wyman, foreman of the Composing Room.

The editors of the *Monitor* believe that legibility is of great importance for a newspaper. Hence the paper is set in 8 point. Eight point No. 2 is used with Title No. 3. Title is also used for the news heads, the largest of which are 24 point. Bodoni, Century, and Cheltenham are used for boxes and feature headlines.

The advertising department is attempting to establish Caslon old style as the dominant display face. Bodoni is used as the secondary family. The *Monitor* requests that plates submitted by advertisers do not have type on them that is heavier than the same size in Caslon old style. Black cuts are Ben Dayed and a tool is run through heavy black letters.

Remarkable Results Obtained With the Use of Dry Mats

IN THE effort to get the best results in printing, the *Monitor* has been experimenting with dry mats for more than a year. The entire paper is now printed from dry mats. Mr. Weston is

highly pleased with the results. He points out that for a paper like the *Monitor*, with many editions, the dry mats have the great advantage that the type is not heated and is ready for the make-up table as soon as the mats are made. Furthermore 6 minutes are saved on pages with large halftone cuts.

More time is saved on the picture pages which, with wet mats, had to be given more time than other pages. The paper saves about \$3,000 a year by the use of dry mats since there is less labor cost and it is not necessary to buy drying blankets, and the width of the roll of paper used is reduced. No steam is needed, and the temperature of the composing room is ten degrees cooler. A notable advantage is that cuts and stock market quotations show up better.

"We will never go back to wet mats," says William Brett, foreman of the stereotyping department.

Mr. Brett devised an original system for keeping dry mats damp. He first used a humidifier and tried other plans but now he keeps them in pans in an ice box. Between the mats are damp linen sheets. The bottom pan is full of water. This makes an ideal dampening system, he says.

When the *Monitor* first used dry mats it was noted that the low parts in the plates began to show up if they were not routed out sufficiently. This was an indication that the felt blankets on the presses were too short. It was seen that harder backing would be necessary. Reginald Reed, foreman of the press room, began to experiment with various blankets and has found that cork is most successful.

A Review of "Regional Plan for Advertisers," of The Monitor

THE most radical departure the *Monitor* has made from conventional newspaper practice is its Regional Plan for advertisers. It has an international circulation. Until April, 1925, the advertiser paid for having his advertisement run in every copy that was printed. His advertisement might interest only residents of Minneapolis or San Diego, yet it was printed in the copies going to Savannah and London.

For some years news had been selected with a view to its appeal to readers in different parts of the country. Why not extend this idea to advertising as well? it was asked. The plan was studied and put into effect as the Regional Advertising Plan. Under this

*THIS ARTICLE is based on the author's observations while a member of the editorial staff of *The Christian Science Monitor* last summer.



UNIQUE POLICIES AND METHODS, IN A BEAUTIFUL PUBLISHING HOME

At the Left (Falmouth and St. Paul Streets, Boston, Mass.) Is the Executive and Production Plant of the Christian Science Publishing Society; at the Right, a Bit of the View of The Mother Church, All Founded by a Woman

plan three editions are published: Pacific, Central and Atlantic.

Whereas formerly the retail advertiser paid 30 cents a line to reach the entire circulation, he now pays 20 cents a line for any one edition, 30 cents for any two editions, and 40 cents for all three editions. Thus the retail advertiser, while continuing (at the 20-cent rate) to reach the *Monitor* readers who would buy goods over his counters, obtains a reduction of 33 1-3 per cent in his cost. On the other hand, the newspaper instead of selling a line of purely local advertising at 30 cents, sells it three times and gets 20 cents each time, or 60 cents a line, less the added cost of handling and setting three advertisements instead of one. Other results are:

1. An increase in the number of accounts on the *Monitor's* books from about 8,000 to more than 10,000.

2. An increase of 44 per cent in the *Monitor's* advertising lineage.

3. A decrease in the expense of production and mailing. Only about 25 per cent of the advertising runs through all editions, and thus it has been possible to reduce the number of pages. The saving in newsprint over a period of five months amounted to \$4,000 a month. Postage bills have also been cut. The

mailing room and press room crews have been reduced because three editions spread the load more evenly over the day. There have been some added expenses in the composing room and in the stereotype department, but other economies have more than offset these increases.

Magazine, Job and Other Printing With Unusual Methods

THE *Christian Science Monitor* is one of the publications of The Christian Science Publishing Society. Other publications of this society, printed by its General Printing Department are the *Christian Science Journal*, the *Christian Science Sentinel*, *Der Herold der Christian Science*, *Le Heraut de Christian Science*, the *Christian Science Quarterly Bible Lessons*, and a number of books. Seventy-four persons are employed in the General Printing Department. Publications are set up not only in English, German, and French, but also in Swedish, Spanish, Greek, Danish, Russian, Dutch, Norwegian, and Czechoslovakian.

The Linotype operators do not understand the various languages but merely set up the characters called for in the copy. Proofreaders, of course, are linguistic experts.

The General Printing Department produces not only the magazines and books mentioned, but a large amount of general printing for the Publishing Society and for The Mother Church. Edward W. Estabrook, superintendent of this department, has devised a number of labor and time-saving plans which interest all owners of job shops who visit the plant.

One of these is an index for standing jobs. (Part of the index is reproduced in the accompanying illustration.) Fully to understand the index, it will be advisable to glance first at the "Blue Print" floor plan of the General Printing Department. Note galley cabinets 26, 27, and 28 grouped around a pillar, 34. In these galleys are the standing jobs. The index is on a bulletin board on the pillar. Galley cabinets are labeled A, B, C, and D, to correspond with the main classes of jobs for various departments of the Publishing Society. (The classes for A, are reproduced herewith.) When a new job comes in which is likely to be called for again, it is given a number. That number and the class letter are printed on the job. Room is found for the job on one of the galleys in the appropriate cabinet and the number of the standing



A CORNER IN THE BOOK AND JOB DEPARTMENT (See "Blue Print")

Employees Are Assisted in Keeping Up to the Times in Their Work, and Furnished With the Latest and Best in the Way of Equipment

job is then recorded in the index in accordance with the number of the galley.

Another innovation by Mr. Estabrook, which always attracts the attention of visiting newspapermen, is the *job tracer*. This is a device to show at a glance where any particular job is at any stage in its production. The tracer consists of a cabinet somewhat similar to that used for keeping time clock cards. It is in Mr. Estabrook's office. There are four main divisions for cards: Composing room, press room, bindery, and delivered. When a job goes from the composing department to the press room, the card for the job is moved accordingly. So, too, when the job goes from press room to bindery, the card is shifted. After it is delivered, the card remains in the rack a few days so that inquiries about the job may be answered. Then it is filed.

In addition to the equipment listed in the key to the floor plans, the General Printing Department has on another floor three Cottrell rotary presses and three Whitlock flatbed presses.

No Doubt About News Policy Of This International Paper

THE general editorial policy of the *Monitor* is perhaps so well known to all newspapermen that it needs no discussion. The *Monitor* does not care for stories telling how something in the existing order of things has gone out of joint, runs badly or breaks. Instead it wants the story about construction and progress, about the endeavor to live better.

In its instructions to correspondents, the *Monitor* says: "Whatever makes for better living conditions is our story,

whether in labor, commerce, and trade, education, immigration, expositions, the fine arts, foreign relations, government, legislative activities, literature, army and navy, sports, civic improvements, and statistics. Constructive and progressive endeavor is never at rest. These stories should be written so that they will be of interest and importance in South Africa or Savannah, Canada or Chambersburg, England or Elyria, Australia or Annapolis."

In its endeavor to emphasize the constructive things in life, the *Monitor*

about a year ago originated a new department, *The Sundial*. This department is headed with an attractive line drawing of a sundial and beneath it is the phrase, *I Record Only the Sunny Hours*. In the sundial column are printed little stories of optimism, kindly deeds, or thoughtful attention.

The foundation of the column lies in this. If two things that are equal to the same thing are equal to each other, then two things that like the same thing will like each other. The *Monitor* likes the kindly deeds which it records in this column. Therefore, the people who are interested in these deeds may grow to like the *Monitor*.

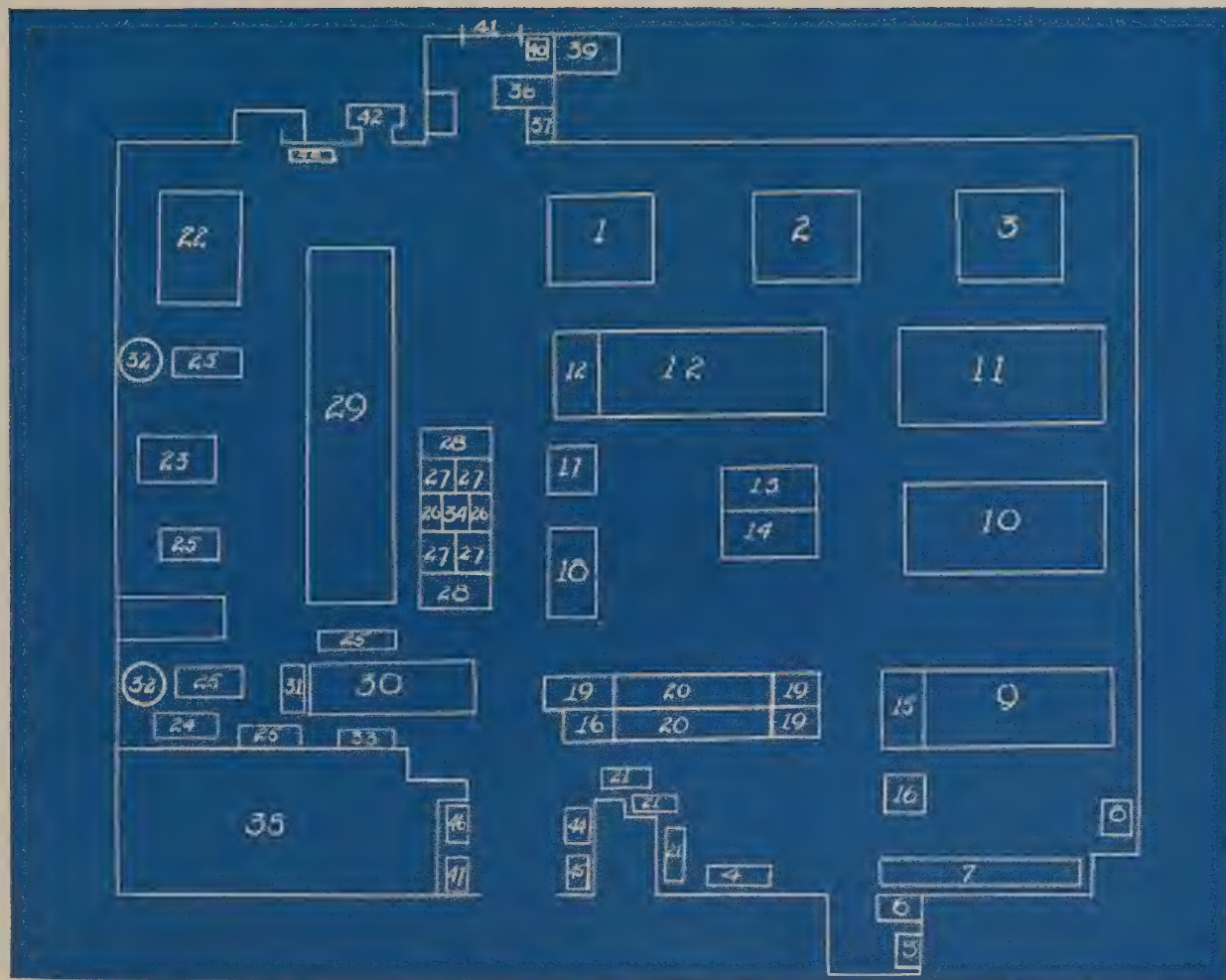
A story was printed recently about a family which had met with a mishap near Columbus, Ohio, while enroute in an automobile from Santa Monica, Calif., to Buffalo, N. Y. Employees of the Columbus Buick Company took up a collection, a salesman took the family to his home, the company did four days' repair work on the damaged car at its own expense and the tourists were sent on their way.

After the story was printed, the editor of the *Sundial* department wrote to the Buick Company at Flint, Mich., calling its attention to the story. No attempt was made, of course, to solicit advertising on the basis of the story. The story could not have been bought at any price. The letter was written merely to let the Buick company know that it had been mentioned favorably in the *Monitor*. In this way the *Sundial* makes friends for the newspaper and serves as a dignified form of promotion work. When a story was printed recently about the matron of a large office building in Chicago, twenty-five girls employed in the office whose attention was called to

A		Accounting	Accounting	Advertising	Advertising	A		
1	400	435-407	26	Check Material	51	504-503 (2 Rules)	76	Memo Headings
2	405		27	Check Material	52	505-506 (2 Rules)	77	579-580-582
3	405	Cross 410	28	Ray Pencil paper	53	507-508	78	581
4	411-412-414	2	29		54	529	79	584
5	415		30		55	512-514-520	80	585-583
6	417 (2 Rules)		31		56	516-527-532	81	586-587
7	418 (2 Rules)		32		57	518 (2 Rules)	82	588
8	414-420		33		58	519	83	589
9	422-425		34		59	523-530-531	84	590-591
10	424 (2 Rules) 437		35	Board of Directors	60	524-529-545	85	
11	426-432		36		61	526-528-535	86	
12	429		37		62	533-538 (2)	87	
13	430		38		63	534 (2)	88	
14	438-441-448 451		39		64	537 (2)	89	
15	431 (2 Rules)		40		65	541-544-546-550	90	
16	443		41		66	553-554-555	91	
17	444		42		67	556-557 (2) 559	92	
18	445-446		43		68	558-560 (2 Rules)	93	
19	447		44		69	561-562-563	94	
20	447 Rules 450-457		45	Board of Lecture	70	565 (2 Rules) 566-576	95	
21	453 (2 Rules) 454		46		71	567-571	96	
22	455 (2 Rules)		47		72	570	97	
23	456		48		73	572-575	98	
24	459		49		74	573	99	
25	460		50		75	574	100	

ONE SECTION OF AN INDEX FOR STANDING JOBS

Workings of This Practical System, Its Location and Equipment Going With It, Are Described in the Story



FLOOR PLAN, GENERAL PRINTING DEPARTMENT CHRISTIAN SCIENCE PUBLISHING SOCIETY

KEY TO FLOOR PLAN:

1, 2, 3—Model 8 Linotypes
4—C. & P. Galley Proof Press
5—Cabinet for Extra Leads
5—Galley Storage
7—Type Cabinets
8—C. & G. Trimmer Saw
9—Type Cabinets (Corrected, and Miscellaneous.)
10, 11, 12, 13, 14, 27—Galley (double) Storage
15—Galley Storage (Lead and Rule Cutter atop.)
16—Galley wagon
17—Pillar
18—Vandercook Composing Room Proof Press
19—Single Galley Cabinets
20—Combination Galley and Standing Job Cabinets
21—Hamilton Steel Type Cabinets
22—Kelly Press (Automatic Feed)
23—Chandler & Price Press, Humana Feeder
24—Pearl (Golding) Job Press
25—Trucks for Work in Process
26, 27—Shelves Attached to Pillars, (painted green to match the metal type and galley cabinets)
28—Triple Galley Job Cabinets
29—Job Work Table
30—Hamilton Steel Imposing Stone
31, 32—Waste Paper Trucks
33—Chase Rack, with Job Ticket Rack above
34—Pillar with Standing Job Index attached
35—Job Superintendent's Office
36—Phone Booths
37—Storage: Cuts, Mats, Electros
38—Ink Cabinet
39—Women's Room
40—Locker
41—Entrance to Composing Room of The Monitor
42—Wash Room
43—Storage Room
44—Bulletin Board
45—Lockers
46—Paper Sampler
47—Misc. Storage Cabinet
48—Roll of Wrapping Paper (Stand fastened to floor, mirror and clock above)
In the Above Are Included 20 Hamilton Steel Galley Cabinets, 5 Type Cabinets, and 3 Imposing Stones
Three Cottrell Rotary and Three Whitlock Flatbeds Are Located on Another Floor.

49—Ink Cabinet
50—Women's Room
51—Locker
52—Entrance to Composing Room of The Monitor
53—Wash Room
54—Storage Room
55—Bulletin Board
56—Lockers
57—Paper Sampler
58—Misc. Storage Cabinet
59—Roll of Wrapping Paper (Stand fastened to floor, mirror and clock above)
In the Above Are Included 20 Hamilton Steel Galley Cabinets, 5 Type Cabinets, and 3 Imposing Stones
Three Cottrell Rotary and Three Whitlock Flatbeds Are Located on Another Floor.

60—Ink Cabinet
61—Women's Room
62—Locker
63—Entrance to Composing Room of The Monitor
64—Wash Room
65—Storage Room
66—Bulletin Board
67—Lockers
68—Paper Sampler
69—Misc. Storage Cabinet
70—Roll of Wrapping Paper (Stand fastened to floor, mirror and clock above)
In the Above Are Included 20 Hamilton Steel Galley Cabinets, 5 Type Cabinets, and 3 Imposing Stones
Three Cottrell Rotary and Three Whitlock Flatbeds Are Located on Another Floor.

the *Monitor* by the story, became subscribers to the newspaper.

Educational Provisions for Staff; Apprentices Are Looked After

THE *Monitor* has a technical library in which the best books pertaining to all branches of the graphic arts are available. All printing and editorial trade journals are also filed here. The representative trade journals are routed among the men and the last man to read a magazine takes it back to the library.

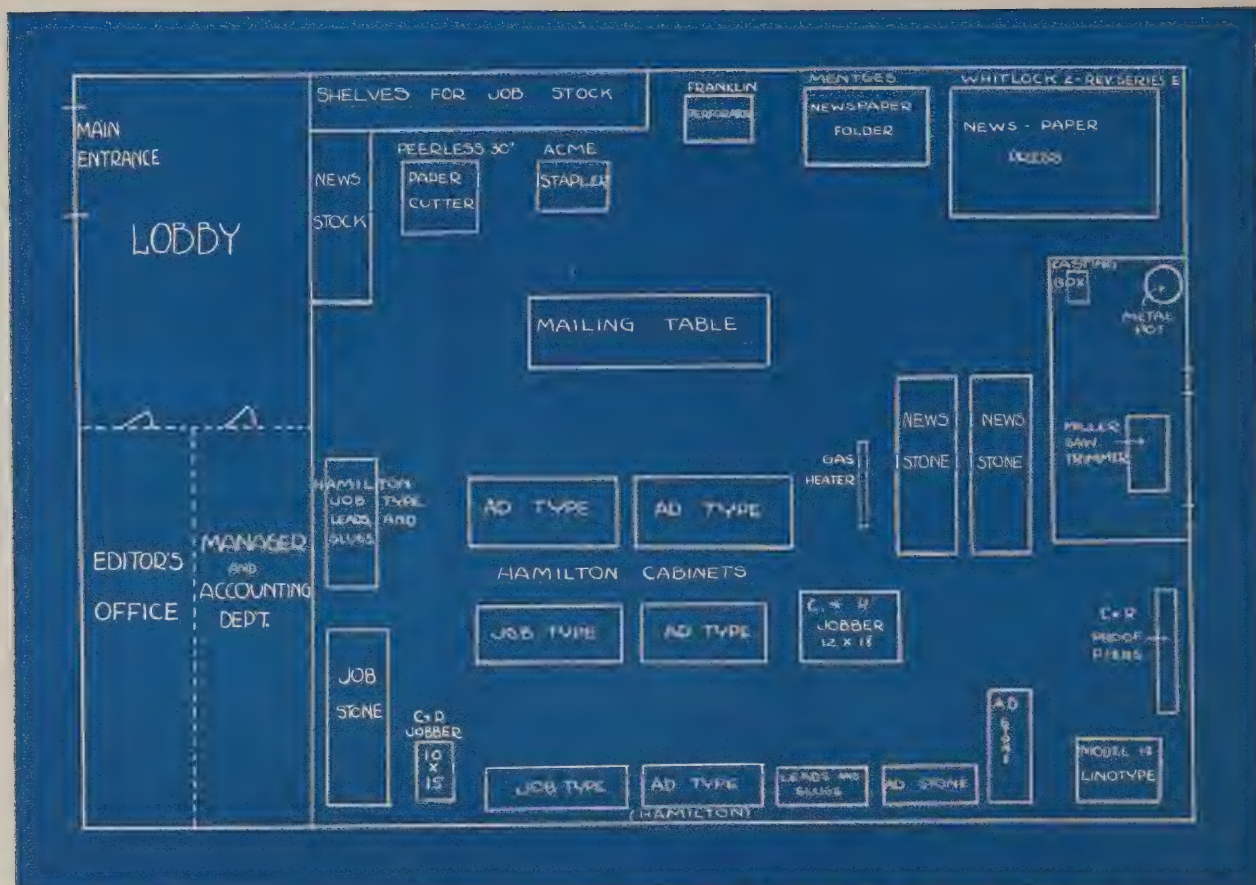
All apprentices on the *Monitor* are

required to take either the International Typographical Union course or a course in printing at the Wentworth Institute. Only high school graduates are accepted as apprentices.

During the five years of his apprenticeship, a boy is required to work in all the various branches of the composing room—on the machine, as a floor-man, as a bank-man, as an ad compositor, and as a proof-reader. The salary for beginners is 40 per cent of the union scale for expert operators and from this

point it is increased 5 per cent every 6 months until the last year when a 10 per cent increase is granted during the last two six-month periods. At the end of five years, the apprentice receives the full union scale.

Apprentices are sent on frequent trips of inspection to the leading job plants, book publishing firms, and newspapers in Boston. In fact, the plan of inspection trips is another interesting characteristic of the *Monitor*. In all departments, men are frequently sent to observe the methods of other newspapers.



FLOOR PLAN, WESTON (W. Va.) WEEKLY INDEPENDENT

*Many Years of Experience and Working Practice Have Resulted
In This Layout, Under the Guidance of David B. Cook, Manager*

"LETTER FROM HOME"

*Kindly Slogan Has Built a Powerful
Newspaper and Profitable Job Plant*

By NORTON JAMES

CAME a weekly newspaper, one day recently, to the editor of "NPJ", and on the wrapper was a red corner card, with the main lines reading, "A Letter From Home — The Independent, Weston, W. Va., The Friendly City." The editor said "Get that story; they are successful, I know; and our readers like stories of newspapers and job plants that win out upon some fundamental, unvarnished and really simply program."

One of the peculiar things about newspaper:job plants of that type — bless them, all! — is that the owners and managers seem rather surprised at the "angle" which the writer sees and seeks information upon. Most men and women, even in our profession, have a sneaking sort of an idea that it takes

some "brilliant", unique idea or plan in order to score. They've never had one, so far as they know, and when it is pointed out to them that some simple, "orney" idea of theirs is what really is getting attention and is "putting them through," they are more or less surprised about it, and can hardly believe it.

*No "Fireworks" at All, in
This Publishing Business*

THE Weston Independent has been notably successful, in both the newspaper and the job fields, comparatively. In other words, besides being influential and profitable, the business enjoys the devotion and admiration of the people of Weston and environments. Weston has not many over 5,000 in a county of

21,000. The weekly issue is close to 3,000 copies. The make-up is simple, the first page filled with local news "about people and things and doings." Everybody, it seems, waits for the weekly lot of poems "worth knowing," in the first column of page two, the editorials strongly flavored with the gospels; the county news bits. The ads look "open" and large, even the smaller ones, showing good judgment in their composition — no jams and jellies of advertising!

In short, here is simplicity itself. Take the job department and the product, and the constant series of mailing slips and cards issued in the interests of the newspaper and the job department — such things go out in every letter and with every invoice or bill — and everything is simple, straightforward. Some advertisers would call it all very old-fashioned. Perhaps they overlook the main essential of true publicity:

Friendly Simplicity.

So, it's easy to read and easy to like the Independent, and keep on reading it and keep on liking it. Weston folks do accept the paper as "a letter from

home," those right there as well as the "foreign" readers.

Often the present and prospective readers and advertisers get blotters. Now, there are few "scarcer" things in homes than good blotters, especially on the farms, and none "more needed when they are needed." On these blotters appear sentences like these:

"Every member of every family in this community is interested in the news of the day. And no items are read with keener relish than announcements of new things to eat, to wear, or to enjoy.

"You have the goods and the desire to sell them. The readers of the *Independent* have the money and the desire to buy. The connecting link is *Advertising*, in the *Independent*. They look to you and to us for 'store news.'

"An advertisement is an invitation."

The set-up on the wrappers for mailing the singles is changed often, in words but not in thought or idea. The job department announcements read like old-time "cards" about which modern geniuses of advertising make fun; but they bring home the bacon. The people thereabouts are never allowed to forget the *Independent* job department and the customary as well as extraordinary things it can furnish them with.

Almost every piece of publicity matter, in any form, tells something attractive about Weston and vicinity, "the friendly."

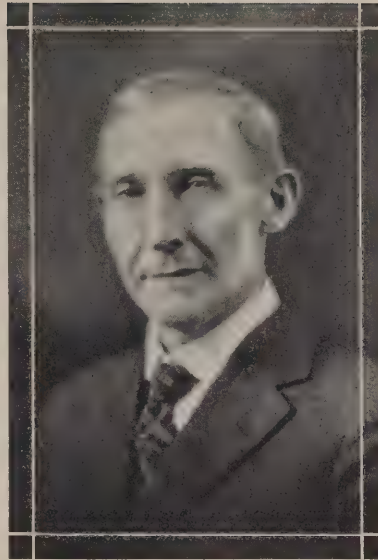
Here's how they quote ad-rates: "Advertising Rates—Local, yearly contracts, 25c; transients, 35c; readers, 10c a line; locals, 8c a line; want ads, 5c a line; foreign, 40c an inch; use mats, electros, plates, etc. 15 per cent commission and 2 per cent off to all reputable agencies; established in 1894, going in 1925; unsurpassed as an advertising medium; from 8 to 16 pages weekly."

Manager Cook Tells How It Started and Grew Up

THE two points it is difficult to fathom and set down, are just how to be so simply friendly and how to stay that way. David B. Cook, manager of the *Independent* was asked to tell about it. Here's his story of the successful weekly and its job office:

"The *Independent* was established in June, 1894, by Darlington and Vassar, two able and experienced printers. In politics, for a time, it appeared as an independent newspaper. R. Ad Hall, a well known politician and writer, acquired controlling interest soon thereafter, and under his guidance it espoused the cause of the Republican party. The mechanical equipment consisted of a Washington hand press, a handful of type, and a ready print service from a syndicate house.

"Subsequently, a stock company was organized as the means of securing needed funds for improvements, in order that a better paper might be produced.



DAVID B. COOK
Manager, The Weston (W. Va.)
Weekly *Independent*

The organization was completed with the usual officials, the writer assuming the position of business manager. It soon developed that the expenses were not adequately met by the income from a small circulation at \$1 per year, and advertising rates based on what we could get, little being received in the way of job printing. The company therefore acquired the plant and circulation of the *Weston World*, an older paper, with better equipment, a merger being effected. This permitted expansion, an increased advertising rate, and a like increase in the subscription price of the paper.

"Some years later, The *Weston Free Press*, a rival Republican paper, was launched, with very flattering prospects for a successful career. After a few years of strenuous effort our company acquired this paper, since which time a clear field, with more elbow room, as it were, has been afforded our paper.

"We own our own home, located on Main Avenue, in the heart of the city, comprising a forty-foot-frontage, on which is located a two-story brick building, with a sixty-foot annex thereto housing the mechanical equipment. This consists of a splendid eight-page, two revolution, flat-bed Whitlock newspaper press; new 14 Linotype machine with improved auxiliary equipment for advertising matter; new Mentges folder; Miller saw-trimmer; mat casting machine; one 10x15 Chandler and Price job press; one 12x18 Chandler and Price job press; to which is added all such other equipment usually found in an up-to-date printing plant. We are somewhat cramped for space.

IN addition to printing and mailing nearly 3,000 copies of the *Independent* every Wednesday, we also print a 4-

page weekly for Weston High School, and a weekly church bulletin. Commercial printing, court dockets, and supreme court records, of all kinds are printed; work in which we take just pride in promptness of delivery, prices, and quality. In a strictly retail way, we sell all kinds of box stationery, cards, blank deeds, and other public necessities of this character.

"We do our own advertising soliciting, the prospects in the city being covered every Monday.

"The office force consists of R. Ad Hall, editor; David B. Cook, general manager; Miss Bertha Batten, book-keeper and treasurer. C. D. Vassar and Clarence Spicer are combination job printers and advertising men; and E. M. Jackson, Linotype operator.

Close Attention Is Given Circulation and Mailing

THE *Independent* has now been in the field for thirty years, making a specialty of local and county news, carrying quite a large amount of advertising matter, and running from 8 to 16 pages weekly, as the needs require. Each of our local news stands dispose of 25 copies a week. The city is served through the general delivery and four city routes, together with six rural routes where we have large lists of subscribers. Mailings are also made to every postoffice in the county of Lewis; one sack of single wraps to various other postoffices in the State; and one sack of a like nature to offices all over the United States.

"Our paper maintains a clubbing arrangement with a number of good family magazines and papers which we furnish to our subscribers at cost in connection with our paper. We find this quite helpful in holding patronage and good will of our subscribers, as they appreciate this service.

"The writer has been continuously connected with the *Independent* for over 27 years, covering periods of service as "office devil", local editor, or business manager, to which has been added service nearly all the time in the printing department. At one time we set our paper by hand in 10 point type, and quite often the writer has set a column of local news without any copy.

"We are personally acquainted with nearly all of our patrons in the City and County. It is a pleasure to meet them either in or out of the office. And to the friendship and loyalty thus created, which in turn creates good will, can be attributed much of our success in this field of endeavor. Running a country newspaper, as those in it all know, is not a sinecure, yet we are thoroughly in love with our work, being constantly on the job from 7:00 a. m., to 10:00 p. m., with special hours on Sunday for meditation.

"It would be unjust to close without

passing notice of the influence of the trade journals which have been contributing factors to our success. Poor indeed is the newspaper man who does not subscribe and read those devoted to the 'Art Preservative.' This art, the greatest in the world, has been uplifted by the vision of the men back of the journals devoted to its cause, with faith in the public press, whether in the large city or in the small town. And may

the writer, with some knowledge of all those in the field, close with the observation that many are good, but none better than the 'NPJ'—more power to it!"

M^R. COOK is a member of the National Editorial Association, and of the West Virginia Newspaper Council. The *Independent* is a sustaining member of the State Editorial Association.

SHE EDITS with SYSTEM

*Definite News and Make-Up Program,
And 3,000 Subscribers in 1,200-Town*

By MRS. D. E. WILLIAMS

BECAUSE I have a definite editorial plan for the *Troy Free Press*, I necessarily have regular routine of work each week. Thursday afternoon is our press day and when the proof is corrected and the forms are locked at noon or shortly after, I clear up my desk, which certainly needs clearing, and I usually think up as many local notes as I can for the next week, and unwrap the exchanges that have arrived.

Friday morning finds the Lincoln County papers in as well as a large number of other country papers.

*Starting Off New Week
With an Efficient Method*

BUT first of all, I go over the *Free Press* and make notes about items that need to be followed up—so I will not forget. I don't believe the average person enjoys an unfinished story. So if the Rebekahs are to elect officers and we say so this week, giving the date of the meeting for the purpose, I make a note—then next week give the names of the new officers. If a bootlegger has been arrested next is the preliminary hearing. If a citizen is seriously ill, I tell his condition, etc.

After that is done I turn to the exchanges—Lincoln County ones first of course—for county news that we have failed to get. The rest of the thirty or forty exchanges that come to our desk I scan for miscellany, for General Missouri notes or for items so much of local interest that they can be used just as they are—giving credit to the exchange from which they are taken.

And right here let me tell you one thing we try always to do—to get in every issue, just as many names as we possibly can. Troy is a town of less than 1200 persons, but we have a subscription list of 3000. We feel that this is partly due to the large number of names we have in our paper each week.

We rather alternate miscellany and Missouri, in fact, we do not use a large

amount of miscellany very often—and plate rarely if ever. *The fact that this is unnecessary is due in great part to one of the best and most loyal bunches of advertisers that a country paper ever had.*

Selecting, pasting and writing miscellany and Missouri takes most of my time until Monday afternoon—we have half holiday Saturday. During that afternoon and Tuesday I am busy with News of Former Days and getting front page stories and local notes.

WEDNESDAY morning our correspondence comes in a bunch and it takes almost that entire morning to look over it, correct it, and even in two or three instances to rewrite it.

We try to pay our correspondents well enough to make it a matter of personal gain as well as community pride



MRS. D. E. WILLIAMS
Editor of the *Troy (Mo.)
Weekly Free Press*

to get in good letters. They also receive commissions on ads they send and the subscriptions paid them.

We have news letters each week regularly from 17 towns or communities. Does the expense and trouble of this department pay? We think it does. *Our subscription list had not varied in number 50 names during the past eight years.*

Wednesday afternoon the locals are all finished up as nearly as possible and all the proof up to five-thirty is corrected.

Thursday morning finds us with only last minute news to write and the local doctors to see and with proof on legals and final locals to be read before noon.

Our forms are generally locked up by 1:30 or 2:30 and thanks to our new Duplex press our papers are usually in the postoffice by four-thirty and the forms washed and back on the stones by five or five-thirty.

Although Troy is a very old town historically, in a business way she is as lively and young as ever and scarcely a week goes by that we do not have a good run of advertisements. The fact that we have correspondents from all the neighboring towns makes us a goodly list of subscribers there—and that of course gives us the advertisements from those villages.

*Then the Make-up Follows
A Well-Arranged Routine*

WE divide the *Free Press* into departments, usually seven. And my general plan is to make-up the paper very much the same way. Of course, circumstances may require a different make-up occasionally.

Page 1 contains our important news stories, those meriting a 5 or a 5½ head or a 6 head. Pages 2 and 3 contain our Lincoln County News as we call our correspondence. We have a large number of correspondents and their letters are usually of both good content and length.

Four and 5 are our local pages and on 6 and 7 are Farm Bureau articles (those not important enough for front page stories). News of Former Days—our files of years ago—General Missouri Notes and any miscellany we may need to fill in.

I also have used a head "Around Our World," grouping under that caption National and International News and odd or interesting facts about people, animals or things. That column I do not always use however, if advertising crowds us or we have things of more local interest.

On page 8 we usually group our correspondence from two of the neighboring towns—two villages about half as large as Troy, Hawk Point and Silex. Our correspondents in those towns are excellent, and their letters are often a column and a half or even two columns in length. On the page with their news we group the advertising from their towns.

BANKER 'EYES' PRINTER

*Current Assets vs. Current Debts, and
Sales vs. Inventory, When Borrowing*

By ALEXANDER WALL*

IN THE establishing of a credit relationship between a borrower and a lender—printer and publisher, and banker—there are several phases of credit that must be noted. First and most important must be a sufficient strength on the part of the borrower to make it reasonable that a loan should be extended to him. Second is the knowledge on the part of the lender as to what constitutes this sufficient strength.

Quite frequently the lender has to reply in his judgment on too narrow an experience. Very few lenders have a wide experience in many industries reduced to a full coordinated basis. What is normal, for the printer?

COMMON practice has assumed that there should be two dollars of current assets for each dollar of current debts to establish a good credit standing. This mental attitude of the lender, however, is almost purely a mental inspiration and is not customarily the result of a statistical research in order to find out what is a reasonable proportion as between these two elements. Neither is any allowance made for variety of business or its location.

Another proportion measures the relation of the borrower's own capital to that capital which is loaned to him by his creditors. Inspirational mental reservations, highly tinted with the personality of the lender, are not as accurate normals as can be developed by statistical method applied to a fair sampling of an industry.

WHAT IS "OVER EXPANSION?"

PRINTERS have to invest a considerable amount of capital in machinery and plant. A Printer's Statement at first glance seems to be largely fixed assets. A lender with personal experience limited to other classes might well take fright at the seemingly heavy fixed investment of a printer. With this proportion better understood we might relieve some printers from the criticism of plant over-expansion if they are proportioned approximately as research has shown to be normal for printers.

MERCHANDISE TO RECEIVABLES

Method of Derivation: To secure this ratio, in the manner used in this system

of analysis, divide the total of the merchandise inventory by the total of the accounts and bills receivable, resulting from merchandise sale.

Result: The resulting ratio will indicate the dollars of merchandise there are for every dollar of merchandise sale receivables.

Principle Involved: Merchandise is now generally carried at cost or market, whichever is lower. Accounts and bills receivable, however, represent selling price, which is cost plus gross profit. The addition to the assets of a profit item not offset by any operating cost or borrowing necessity, tends to raise the proportion as between current assets and liabilities. A comparison of this ratio from year to year will disclose whether there is a greater or less amount, in proportion, of profits figured as part of the current assets. If this be greater, technically we should have a rising current ratio. As the percentage relationship of merchandise to receivables falls there is a greater cost plus condition and there should be a higher current ratio.

SALES TO RECEIVABLES

Method of Derivation: To secure this ratio, divide the net sales for the year by the total of the accounts and bills receivable.

Result: The resulting ratio will indicate the dollars of sales per year for every dollar carried on the books as receivables.

Principle Involved: The higher the amount of sales for every dollar still uncollected, the greater will be the liquidity of the receivables. As this ratio rises, the length of the collection period decreases. As this period decreases, we shorten the period of risk through bad debts, possible crisis and panic troubles, and lessen the expense of carrying accounts. The higher this ratio, within reasonable bounds, the fresher and more desirable as an asset are the receivables.

SALES TO MERCHANDISE

Method of Derivation: To secure this ratio, divide the net sales by the total merchandise inventory.

Result: The resulting ratio gives the dollars of sales for every dollar reported as inventory.

Principle Involved: The principle here involved is similar to that involved in the previous section. It is a test of the freshness and salability of the merchandise, and is particularly important as a means of recognizing an over-inventoried condition or accumulation of stale merchandise and possible danger in a period of probable price recessions.

SALES TO NET WORTH

Method of Derivation: To secure this ratio, divide the net sales by the net worth.

ARE YOUR

*CURRENT ASSETS and
Current Debts 235 to 100?
MERCHANDISE Turnover
and Inventory 1625 to 100?
CAN YOU show Your
Banker the differences between
your trade and, for example,
the wholesale grocers,
when you ask him for
Money?*

Result: The resulting ratio will record the dollars of sales for every dollar of stockholders' invested capital.

Principle Involved: To be productively and sanely employed business principles demand a certain normal activity of invested funds. If the money invested and left in the business by the stockholders is turned over too slowly, it is less productive. If it be too sluggish in its movement, it may indicate what is commonly called "Dry Rot." On the other hand, if this ratio is too high, it may indicate the company is over-extending its operations and getting into a position of doing too much business for its capital investment. Either of these conditions approaches the danger point of credit when approaching an extreme.

SALES TO FIXED ASSETS

Method of Derivation: To produce this ratio, divide the net sales by the net total non-current assets.

Result: The resulting ratio will indicate the dollars of net sales for every dollar invested in plant or other non-liquid assets.

Principle Involved: The comparative earning capacity of plant investment depends, in a large measure, on the volume of goods it can produce and sell. This ratio can be used to good advantage in connection with the ratio of worth to non-current assets. If the worth to non-current assets be a falling ratio, or below normal, and the sales to fixed assets be also a falling ratio, or below normal, then we are faced with a condition in which plant is enlarging more rapidly than worth, in proportion, and its sales productivity is not keeping pace with its increase in size. It then becomes the duty of the credit grantor and the executive to urge increased production efficiency, and not expansion of plant. Falling ratio may appear for a time where a new management takes over an old plant that needs revamping. If the investigation because of such a fall in this ratio discloses this fact and if policy is sound no alarm need necessarily be felt.

A PRELIMINARY TEST

LAST Spring I had the pleasure of speaking to a smaller group of printers at Wilmington, Delaware, on this same general subject. As a result, through the co-operation of thirty-seven of them, it was possible to develop the exhibit of a 100 per cent Statement and to select reasonable proportions for the

*MR. WALL is an executive of The Robert Morris Associates, Landsdowne, Pa., and the foregoing is from an address to the annual of the United Typothetae of America, Chicago, entitled "The Credit Rating of the Printer."

PRINTING BUSINESS IS REALLY "DIFFERENT," AFTER ALL!

ratios which we have been discussing. This is, of course a small sampling of the printing industry but it suggests some interesting things.

It appears that out of every \$100 of total assets the printer has \$67.36 in assets of a fixed nature and only \$32.64 in current assets. Compare this with

a similar study in another industry—the Wholesale Grocery Trade, for example—here we find that \$23.17 covers the fixed asset investment, while a group of Paper Mills showed \$76.90.

It seemed reasonable to expect printers to have \$235 of current assets for every \$100 of current debt.

The merchandise turnover was an interesting item. These companies on an arithmetic basis had sales of \$986 for each \$100 of inventory as shown by the statement. But so many had so much higher a proportion that sales of \$1,625 per \$100 of inventory were selected as reasonable.

A NEWSPAPER 'VARSITY NEXT?

Editor-Educator Makes a Suggestion Which Has Many-Sided Interest for Fraternity

THE newspapers' possibilities and opportunities are put under the spotlight in an interesting and suggestive way, in a recent interview from the new president of Wisconsin University, who enjoys a wide experience as a lecturer and editor as well as an educator. "NPJ" republishes his views also for the reason that readers are likely to find it worth while to present them in their columns, or use them for editorial comment, as a real interest-builder in the work which publisher-printers are doing.

"If you can't attend college, graduate from your newspaper," said Dr. Frank.

"No sort of an education can be gained without rigid inquiry and vigilant research into all the sources of knowledge to which newspaper information leads."

"If, as readers, we know how to use our newspapers, we might make the reading of any good newspaper the ideal point of departure for a liberal education. Almost any news report has implications that run back into several fields of knowledge.

"Just recently I read a five-line item from Mexico which immediately demanded that my mind dip into geography, education and politics in order to see the meaning of this small news item.

"I should like to see an educational experiment made with a group of students in which the only textbooks used



—DeLonge Portrait

GLENN FRANK

President of the University of Wisconsin; Former Editor of The Century Magazine

would be good newspapers. The teachers, alert and widely informed, would simply read from the newspaper to the class, and ferret out the background necessary for a real understanding of the news."

TWO WAYS to DUSTLESS FLOORS

Inexpensive Treatments Effective in Plants Suffering From Troubles With Their Concrete

ONE of the main objections to the use of uncovered concrete floors in printing plants has always been the fact that, as they wear, they create considerable fine floating dust, declares a writer in the U. T. A. *Bulletin*. Its presence has a distinctly adverse effect on many technical processes as well as sanitary conditions. It only

takes a little to mar a fine halftone plate. And a speck of dust on an offset plate frequently means stopping the press for a half hour while the pressman rubs up and re-gums the plate. Two methods for dust proofing given herewith have been tested and approved by the Bureau of Standards. The first is the sodium silicate method.

COMMERCIAL sodium silicate usually varies in strength from 30 to 40 per cent solution. It is quite viscous and has to be thinned with water before it will penetrate the floor. In ordinary cases it will be found satisfactory to dilute each gallon of the silicate with four gallons of water. The resulting five gallons may be expected to cover 1,000 sq. ft. of floor surface, one coat. However, the porosity of floors varies greatly.

The floor surface should be prepared for the treatment by cleaning free from grease spots, plaster, etc., and then thoroughly scrubbed with clear water. To get the best penetration the floor should be thoroughly dry, especially before the first application, and if practical it is well to let it dry for several days after the first scrubbing.

The solution should be made up immediately before using. It may be applied with a mop or hair broom and should be continuously brushed over the surface for several minutes to obtain an even penetration. An interval of 24 hours should be allowed for the treatment to harden, after which, the surface is scrubbed with clear water and allowed to dry for the second application. Three applications made in this manner will usually suffice.

ANOTHER method of dust proofing concrete is by the use of aluminum sulphate. The solution of aluminum sulphate for this treatment should be made in a wooden barrel or stoneware vessel. The amount required may be estimated on the basis of one gallon of solution for each 100 square feet of area. For each gallon of water $2\frac{1}{2}$ pounds of the powdered sulphate will be required. The water should be acidulated with commercial sulphuric acid by adding 2cc. of the acid for each gallon. The sulphate does not dissolve readily and has to be stirred occasionally for a period of a few days until the solution is complete.

The floor should be cleaned of grease spots, plaster, etc., then thoroughly scrubbed. When the surface is entirely dry, a portion of the sulphate solution may be diluted with twice its volume of water and applied with a mop or hair broom at 24 hour intervals.

Each application should be continually brushed over the surface for several minutes to secure a uniform penetration.

SHE BOUGHT OUT HUBBY

*So She Could Run Plant,
Newspaper and Job, Just
as She Pleased*

By DIRK P. DEYOUNG

LIKE the man in the story who was holding onto a ferocious bob-cat because the animal would not let go of him, the Republican Club of Carteret, New Jersey, was struggling with a Democratic administration in the town-hall and no editor or printer to manage the party sheet, when Mr. and Mrs. Yorke happened along in 1909.

They purchased the enterprise, forming a man-and-wife partnership, for \$1,000 all payable in future promises, while they had not enough cash in hand to pay a boardbill in money in another town.

Mrs. Yorke, whose first child was then about a year old, put the youngster in a baby buggy, rocking him occasionally with her foot, the while feeding one of the job-presses with her hands. But the baby grew. So did the infant printing and publishing enterprise. Mrs. Yorke, who now owns the whole business, became a boss-printer, as well as the boss of a growing family of children—three in all—whom she seems to manage better than some households are run along, with her printery, which has a gross business of over \$25,000 annually.

THE husband and wife partnership in this newspaper venture was dissolved about two years ago. Mrs. Yorke, whose strong point has always been management, had ideas of her own about conducting a country printshop. She had come to know every phase of the business from the devil's job to writing of strong editorials, while she has a flair for leadership which just naturally pushed her to the top. As a result she wanted to try a hand at it alone and she bought out her husband's interest, making her the sole owner, editor, and publisher of the sheet.

They did well together, but, from all appearances this woman printer-journalist has done still better alone. In the two years of her own management, she has paid out all of the purchase price, installed a great deal of new machinery, including a Model 14 Linotype with a Monomelt Slug Feeder, built an extension to her building, and does not owe a dollar to anyone for the equipment in her plant.



MRS. MARY E. YORKE

*A Delightful, Progressive Woman Printer:Publisher
Whose Remarkable "Experience Story" Is Published
as a Practical Contribution to the Field*

In the past two years, also, the circulation of the *News* has been doubled, and she has got her finances in such shape that she discounts all of her bills. For her own work, as the manager and editor of the enterprise, she probably earns considerably more than \$6,000 a year after making the necessary allowances for depreciation, interest on the investment, and other fixed or general charges. She alone is worth at least \$50,000 while the only indebtedness she has is a \$1,500 mortgage on a \$15,000 building which she owns.

Mrs. Yorke is too modest to claim all of the credit for this small-town newspaper success. And, while taking care of this printing establishment, too, she has not neglected her children and has never relinquished the management of her home, to which she is as devoted as any mother, not in business, could possibly be.

THE plant of the *News* is the only printshop in Carteret, an industrial city of 12,000 people. Another paper, with a small circulation, published in

another town, circulates there but the Yorke enterprise, with its modern equipment gets most of the local printing, while the circulation of the *News*, an independent and vigorous journal, with its coverage of 2000, completely dominates the local field.

Mrs. Yorke is not only a splendid business executive, who does much of the make-ready on the job-presses, but she can write an editorial now and then which sounds like the real stuff. As a result, the city of Carteret is a well-governed one, with exceptionally low valuations and about the lowest tax-rate in the State of New Jersey. She refrains from partisan politics, however, and counts among her friends the leaders of both parties, in spite of the fact that she occasionally "raps" all of them.

Mrs. Yorke turns out a gross business of \$25,000 a year in her shop, including the revenues from the newspaper, on a payroll of \$7,000, excluding her own services. That is an average of about \$135 a week for help. With a model 14 Linotype, and a full comple-

ment of magazines, three Chandler & Price job presses, two of which are equipped with automatic Miller feeders, and with all other labor-saving devices suitable to a country printshop, she is thus enabled to handle that volume of work with a minimum of help. Moreover, the presence of large industrial establishments, in which she gets, without much solicitation, a lot of come-to-the-shop business, much of it big runs, has made it unnecessary for her to spend a great deal on an outside man. The town being quite compact, also, the news is gathered at light cost, all of which enables her to do the management, supervise the mechanical department, keep the books, and edit the paper herself, not on an eight-hour day, of course—but what owner of a newspaper anywhere operates on the union scale himself!

MRS. YORKE does not use any sort of a printed price schedule for estimating on work. She says she knows the cost of paper and can gauge the other costs quickly and better by reference to her own experience. Work for large industrial establishments has to be done on a close margin, especially in the metropolitan area of New York, which makes it necessary for her to figure close and depend upon volume for her profit. She has all the work she cares for at all times.



CARTERET (N. J.) NEWS PRESS ROOM

Three C. & P. Jobbers, With Miller Feeders on Two; C. & P. Power Cutter; Portland Multiple Punch; Rosback Stitcher, and Other Equipment; Note Safety Devices, Arrangement and Stock Supply

In regard to her advertising policy, she is more independent, and commands a higher rate than most of the weeklies in New Jersey for the *News*, in some cases getting more than dailies in cities of 40,000 inhabitants. Her publication is the only medium which goes into all of the homes of Carteret, and she makes the advertisers pay for the privilege of telling their story to the people of the town. Revenues from the city government are not large in Carteret, however, because the public printing and advertising there, unlike in its neighbor—Woodbridge—where a population of 15,000 spend upwards of \$15,000 for legals

and job-work, is handed out on a strictly business basis.

The *Carteret News*, owned and operated by Mrs. Mary E. Yorke, born in Verplank, New York, on the Hudson, a woman printer-journalist, still under thirty-five, as refined and woman-like as the most secluded member of her sex, is, all things considered, one of the outstanding newspaper successes of New Jersey. In her private life, in every way, she is first of all a woman—but in the management of her well-equipped little print-shop, she runs things man-fashion, with none of the sob-sister tactics of drumming up business on a basis of sympathy or other backhanded tricks.

STATE TAKES AD TEST

Oregon Weeklies Co-Operate in Splendid Plan, and Gain Some Surprising Truths

ONE hundred and thirty-two copies of a questionnaire were sent to weeklies in the state of Oregon, and 92 of the replies were returned in time to be included in the report. The questionnaire was as follows ("NPJ" reprints it here in full as a form unusually helpful in its thoroughness and order, which may serve as a model for other investigators,—individuals or associations):

General Advertising:

1. What is your maximum (transient) rate per single column inch?
2. What is your lowest rate per inch, and the number of inches that an advertiser must contract for in order to obtain this rate?.....
3. What extra charge do you make, if any, for "preferred position"?.....

Classified Advertising:

1. What is your rate for first insertion per line? Per word? For subsequent insertions?
2. What is your minimum rate for each insertion?
3. Do you accept any display advertising under classification?

4. What extra charge, if any, do you make for advertisements set in caps or black face type?

Reading Notices:

1. What is your rate per line, each issue? Per word?
2. In what way, if at all, do you indicate that a "reader" is not news but a paid advertisement?

National (Foreign) Advertising:

1. What is your rate, per inch, for national advertising?
2. Do you allow the customary discount of 15 per cent to advertising agencies? Two per cent for cash?
3. If you patronize the American Press Association, the Western Press Association, or any organization or person that makes a business of obtaining national advertising for small newspapers, do you pay this association or person an additional 15 per cent?
4. If you receive an order for advertising space direct from a national advertiser who claims your net rate, thereby eliminating the agency, do you accept the order?

.....
Name of Paper
Name of Publisher
Name of Town

Remarkable Range of Rates, as to Circulations

FOLLOWING is a summary of the findings: Maximum rate per single column inch: Two papers outside of Portland, Ore., 50 cents; four, 40 cents, ten, 35 cents; twenty-one, 30 cents; thirty-three, 25 cents; one, 22 cents; fourteen, 20 cents; one, 15 cents; one, 12½ cents.

Of the four Portland weeklies, one reported a maximum single column inch rate of 75 cents; one, 60, two 50, and one, 45 cents.

Of seventeen papers reporting, having a circulation of between 1,000 and 2,000 weekly according to Ayer's, one charges 40 cents; three, 35 cents; six, 30 cents; four, 25 cents; two, 20 cents, and one, 22 cents. Average, 28 cents.

Four papers having a circulation of over 2,000 reported: two, 40 cents; two, 30 cents; average rate, 35 cents.

The average for weeklies of circulation between 500 and 1,000 is 27 cents, based on the following: One charges 50 cents; two, 35 cents; four, 30 cents; twelve, 25 cents, and three, twenty cents. The majority of the papers in this class charge 25 cents.

Papers with circulation less than 500 make an average charge of 23 cents.

One of these charges 35 cents; eight, 25 cents; four, 20 cents, and one 12½ cents. In this case again, 25 cents is the popular charge.

Flat, Special, Sliding And Other Forms of Rates

THIRTEEN papers offer a flat rate for advertising, with no deviation for space or long time contracts. Eleven give a special rate for specified space, running for a specified time; while 22 have a special rate for a specified amount of space contracted for, with no time specified. One paper reports a sliding scale for space contracted for annually to run throughout the year. One reported a 15 per cent discount on steady local advertising; four, some discount for the same.

To the question, "What extra charge do you make, if any, for preferred position?" 44 reported "no preferred position given"; and 20 reported an extra charge ranging from 10 to 25 per cent; 15, an additional charge of 5 cents an inch; and 2, 10 cents an inch. One paper takes yearly contracts for a limited number of preferred positions, and another for merchants who have held the same position year after year.

Classified Ad Rates And Practices Reviewed

TEN cents a line seems to be the popular rate for classified advertising for the first insertion, according to the results of the questionnaire. Thirty-six papers give the 10 cent rate; 27, 5 cents; 2, 6 cents; 2, 7 cents, and 1, 7½ cents. One charges 30 cents, and 1, 20 cents an inch; another takes 15 words for 25 cents, 15 to 30 words, 50 cents, and 1½ cents a word for all over 30. A few papers reported a rate of from 1 to 2 cents a word for classifieds. A decreasing charge is made by 27 papers for

subsequent insertions. One paper gives 6 insertions for the price of four; another decreases rate for monthly contracts; another has a sliding scale, 6 cents a line for the first insertion, 5 cents for the second, 4 cents for the third and thereafter. Fifty-one set the minimum charge at 25 cents; 6 at 5 cents. One weekly has a 15 cent minimum rate "designed to get farmers to advertising and works well."

Display in the Classified

Nine papers accept display advertising under classification against 72 which do not. One accepts display advertising in business directory only. Thirty-two papers make an extra charge for setting classifieds in black face or caps; while almost an equal number, 31, make no extra charge; and 8 do not vary the style used in their classified columns. Of those papers making an extra charge, 18 double the regular rate; others add a small increase per line.

Reading Notices Handled In Many Different Ways

A VARIETY of practices was reported in the handling of reading notices. The charge per line varies from 5 to 10 cents for the first run—with 53 charging 10 cents, and 20, 5 cents. One paper doubles the rate for running a reader in black face. Rates per word range from 1 to 3 cents. Forty-two papers indicate a reader by "Paid Adv." or "Adv." at the end; 4 by location—the readers are run in the classified column or under a special heading. Nine papers make no special indication; while 15 use the office checking number or expiration date.

One paper marks the reader an advertisement only if it calls attention to the distributor or mentions price and where the material can be obtained, or if the reader solely benefits the manufacturer or producer. Another makes no charge if the reader boosts the community. Another says: "If for profit—'paid adv.'" "Paid for paragraphs" and "business news" are used by two papers to indicate the section devoted to readers; another uses a non-standard head and "paid adv." If the firm or brand is mentioned in the article a charge is made by a southern Oregon weekly.

In National Advertising Field; Discounts; Rules

THE average rate for foreign advertising for the 83 papers reporting is between 27 and 28 cents. A number of the papers lower the rate where plate matter is furnished. Fourteen of the papers report a lower rate for foreign than for local advertising; 18 a higher rate for foreign ads; and 51 make no differentiation. Practically all of the papers reporting allow a 15 per cent discount to advertising agencies, and the great majority a 2 per cent discount for cash.

"If you patronize the American Press Association, the Western Press Associa-

Now, a Congressman's View on Government Stamped Envelopes

A LETTER Received by Charles M. Meredith, Publisher of the Quakertown (Pa.) Free Press, under date of Nov. 14, 1925, from Henry M. Watson, member of Congress, Ninth Pennsylvania District

EVERY business that the federal government monopolizes or enters into competition, reduces the source of taxation and takes away the rightful privileges of trade which belong to every citizen. The government has unlimited means from which to meet deficits. It is to the contrary with business men, and many would have become bankrupt had they conducted their affairs on the same lines as the government.

THE government for many years has furnished stamped envelopes, with corner cards, at cheaper rates than local printers could do, and thus absorbed a branch of livelihood derived from the printing press. I am not in accord with this method, or any other where the government enters into trade at the expense of its citizens. Every possible legitimate business should be open to private competition and thereby encourage trade, as trade is the foundation upon which all nations achieve wealth and power.

A GOVERNMENT is an institution to protect its people from invasion, to preserve domestic peace, and maintain public tranquility, but not to invade individual and industrial rights, which is bolshevik in principle."

tion, or any organization or person that makes a business of obtaining national advertising for small newspapers, do you pay this association or person an additional 15 per cent?" To this question 33 replied in the affirmative, several with qualifications, however, as follows: "W. P. A., yes"; "Sorry, yes"; and another "Yes, unfortunately." Others allow the discount provided a certain net rate is received. Forty-five negative answers were received, many emphatically so.

"If you receive an order for advertising space direct from a national advertiser, who claims your net rate, thereby eliminating the agency, do you accept the order?" "Ayes" and "noes" were received in answer to this question two to one in favor of the former. One replied that he thought the question was debatable; others, "yes, with cash"; and others, "yes, in a few cases."

The average rate for foreign advertising in papers with a circulation over 2,000 runs the same as for local, 35 cents. The 17 papers reporting with circulations from 1,000 to 2,000 charge an average rate of 29 cents. The average for 21 papers, circulation ranging from 500 to 1,000, is 26 cents; while for the papers with circulation less than 500, the average runs about 24 cents.



W. F. G. THACHER
Professor of Advertising
University of Oregon, School
of Journalism, Eugene
(Who Conducted the Test)



National

Send An Idea

PUBLISHER-PRINTER ROUND TABLE

Covering the United States and Canada



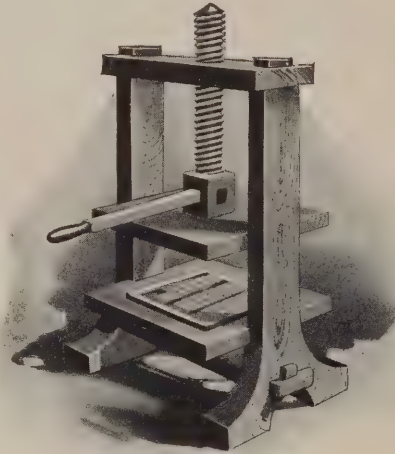
NEWSPAPER PRESSES TODAY, and IN THE PAST; A STUDY OF THEIR RAPID ADVANCEMENTS

From "The Development of the Newspaper Press", a Recently
Issued Brochure Reviewing the History of These Devices

THE modern newspaper press is not an ancient institution by any means. Yet, accepted as everyday facts in the hurly-burly of publishing, the machines that print the papers are really little known to today's average publisher:printer from the standpoint of origin and history—as to basic ingenuity and values, which can be made quite useful if recognized today.

An attractive yet simple brochure which has just come over the editor's desk at the "NPJ" offices, from the Duplex folks, leads to retrospection as well as to a close reading of the interestingly-told development of the newspaper press, which is the message of the publication. It is refreshing, and it is likely to lead many to a greater appreciation for that machine which we call "the press"—and let it go at that—and, for that matter, regardless of what particular machine may be spinning away in the plant, at press time. The publication is named, *The Development of the Newspaper Press*. Here are excerpts from it, and a number of illustrations are reprinted by courtesy of the Duplex Printing Press Co., Battle Creek, Mich.:

THE word press is derived from the Latin verb *pressure*, which means the forcing together of two objects, or the holding of them together under



HAND-OPERATED PRESS

Representative of the Original
and Earliest Form of Printing

pressure. We find the word press, therefore, used in connection with printing, to describe the printing machine, because all printing requires pressure, regardless of the material to be printed upon and regardless of whether it is intaglio, planographic or typographic.

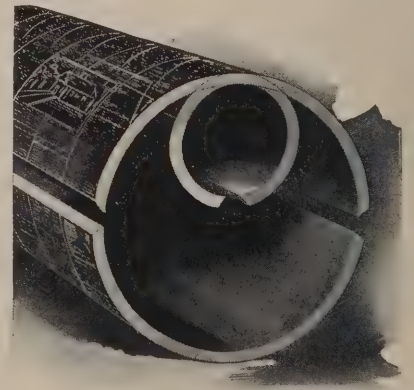
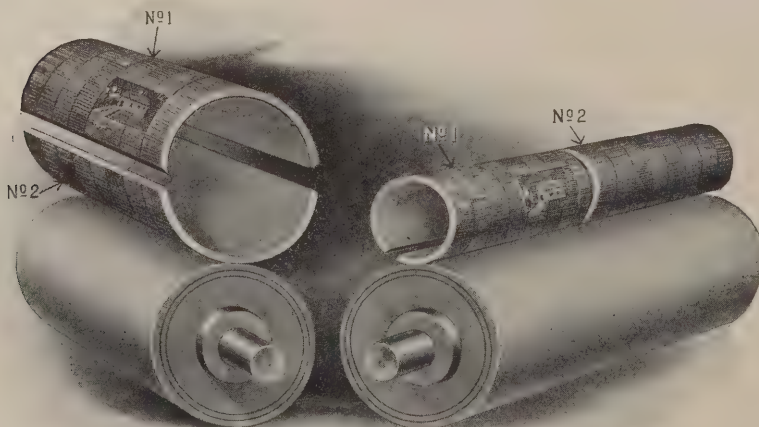
The earliest form of printing press such as was used from the time of Gutenberg until about 1812, had two flat sur-

faces: one for holding the type, and the other, "the platen," for pressing the paper against the type.

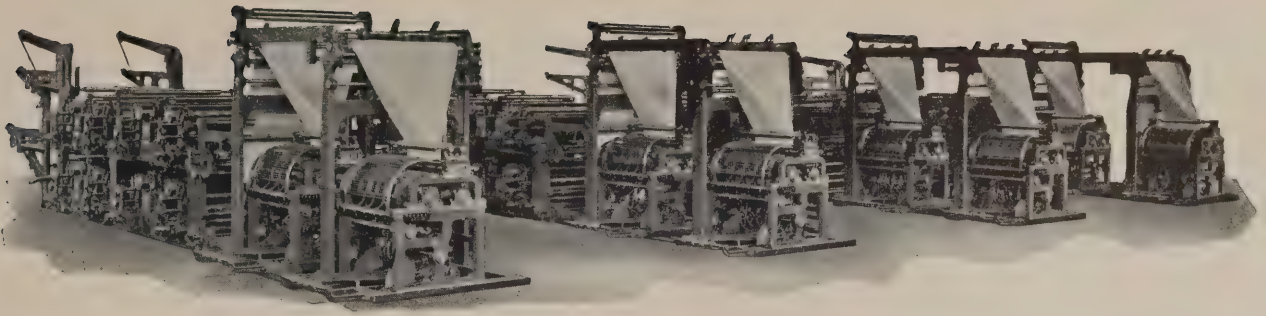
The printing produced on these hand-operated presses has never been surpassed, but the process was slow and laborious. The first improvement giving increased speed was the substitution of a revolving cylinder for the platen and the change from the hand-operated to the power-driven machine.

Finally, in 1846, the foundation was laid for the development of the modern fast rotary newspaper press, when Richard M. Hoe perfected his invention for holding the type on a revolving cylinder, so doing away with the necessity of the flat type-bed, and obtaining the requisite pressure by passing the paper between two revolving cylinders.

WHEN the rotary press was in the early stages of its development, it was supposed that in order to secure good printing the cylinder must be of large diameter, so approaching as nearly as possible the principle of the flat type-bed and platen. As the art developed, however, these larger cylinders gave way to smaller ones until, after trying every known combination and arrangement, the press with cylinders two pages around, with the columns running around the cylinders, was finally settled upon as being the nearest approach to the ideal construction. Accordingly, the general practice became to have the type and impression cylinders the same diameter, and for the circumference of the type cylinder to be equal to twice the length of the newspaper page to be printed.



SHOWING VARIOUS DIFFERENCES IN PLATES USED



TUBULAR PRESSES ARRANGED FOR MULTIPLES OF SMALL-PAGE RANGE

Battery of Four Sixteen-Page Duplexes Each One Equipped With Two Folders Placed "In Tandem," Running Up to 240,000 an Hour

THIS two-page-around cylinder became the standard because of the desire, on the part of the manufacturers, to provide a press as flexible as possible, and one that would, with the fewest complications, print whatever number of pages the publisher requires, and enable him to vary the number and arrangement of pages every day or even every edition. But it fell much short of the ideal. (Ed. NOTE: Here follow a review of advantages and disadvantages.)

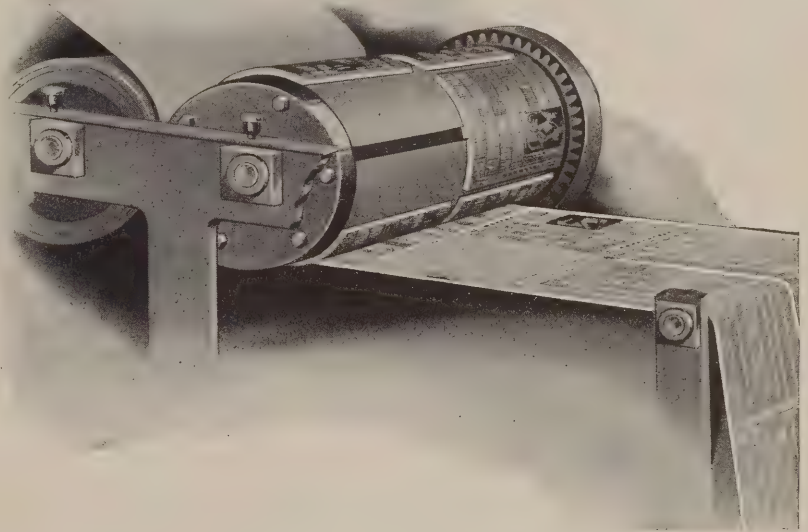
Press engineers long ago recognized the greater advantages of a press with type cylinders carrying only one plate around, and for years printing press manufacturers tried to solve the problem, but generally gave up the idea of ever being able to overcome the difficulties of casting the plates or getting the plate on and off the plate cylinders.

Every suggestion and idea for printing a page per plate was tried out, from the half-speed device to the throwing out, waste, of blank sheets of paper, but always with the same unsatisfactory result. The newspaper world was therefore surprised and incredulous to learn that Henry F. Bechman, Superintendent of the Duplex Printing Press Company, had solved the problem, or, more properly speaking solved the problems, for the plate-for-page press is not a single, but a compound invention.

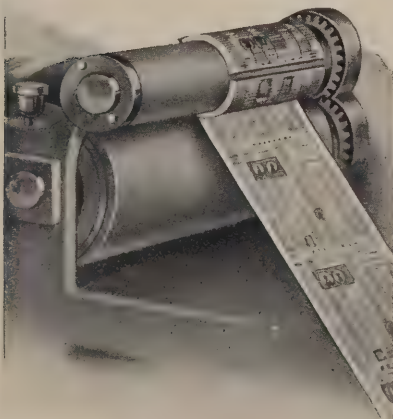
One of the earliest attempts to prepare the way for a Tubular Plate Press was made about 1866, when a patent was ob-

tained for casting plates in the form of a tube, which apparently were to be slid over the end of the cylinders. The idea did not work successfully, for there is no record of a press ever being constructed. This attempt is only interesting as showing the importance, even at that early period attached to the idea of a press with cylinders carrying tubular plates.

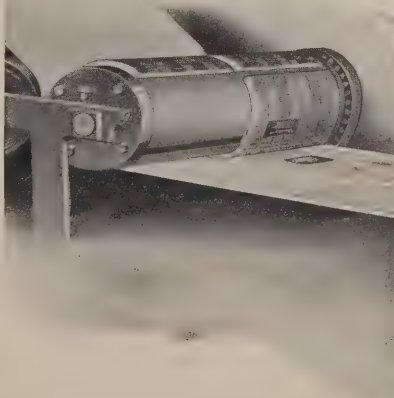
In 1909 the Duplex Printing Press Company produced the first successful press with cylinders carrying one plate around. The plate was cast with a slot or opening along its entire length, and the journal of the type cylinder supported by a strong steel bearing in such a way that the plate could be slipped over the cylinder without interfering with any adjustments. . . .



A CYLINDER FOUR PAGES AROUND; ANOTHER STEP

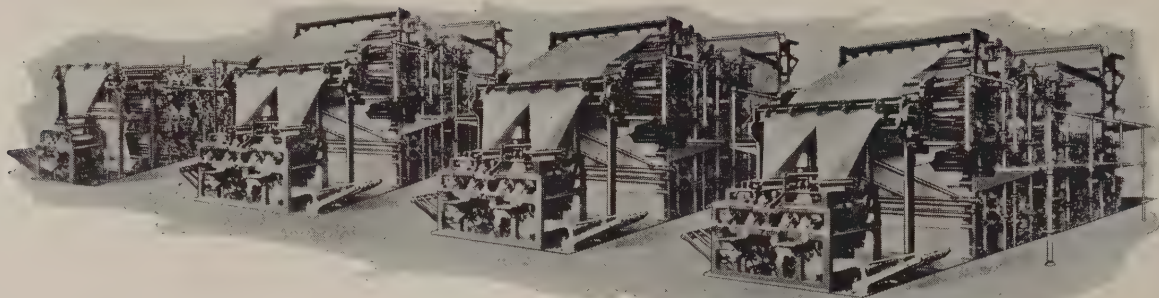


CYLINDER ONE PAGE AROUND



CYLINDER TWO PAGES AROUND

A COMPARISON has been made between a 32 page Tubular Plate Press and a 32 page semi-cylindrical plate press. It might be fair, also, to compare a 32 page Tubular Plate Press with an Octuple, or 64 page semi-cylindrical plate press. A 32 page Tubular is virtually an Octuple, having all ordinarily used Octuple capacity. The only reason in the past for the construction of an Octuple press is to obtain the desired combinations by twos up to an including 32 pages. From 4 to 32 pages, the simple, compact and comparatively small Tubular Plate Press, with two folders, will give every full speed combination that it is possible to obtain from the large 64 plate machine and it has, in addition, the advantage of using only one set of plates for any product. It is, perhaps, unnecessary to add that a similar comparison may be made between a 24 page Tubular Plate



TUBULAR PLATE PRESSES FOR METROPOLITAN REQUIREMENTS

Battery of Three Forty-Pagers Supplemented by a Twelve Cylinder Color Press, With Fulsome Capacity and Speed

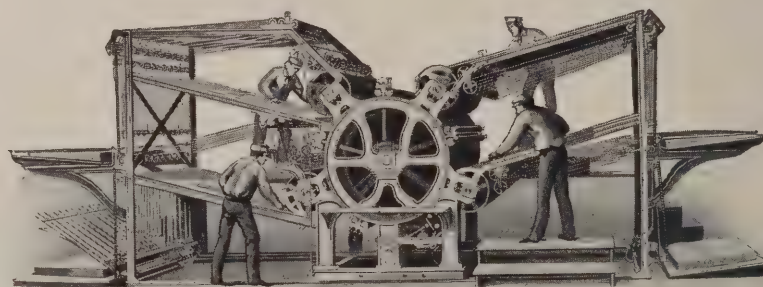
Press, and a Sextuple press, carrying 48 plates. . . .

The Tubular Plate Press has distinct advantages for multiple color printing, and most remarkable results are obtained. This is partly due to the fact that there is only one plate to be registered, instead of two for each color impression or page. . . .

The late Oscar Roesen in an article entitled "Development in Pressrooms," dealing with the "progress of the press and stereo departments in twenty years," and published in the *Fourth Estate*, Feb. 28, 1914, said:—

"A new and novel feature, however, has been introduced in the printing press by Henry Bechman, of Battle Creek. His idea of using a single tubular plate instead of the stereotype plates in use at present which only cover one-half of the plate cylinders, is certainly an improvement and a radical change in the construction of the press portion of a printing press, and one which is largely used in the newspapers of smaller circulations."

The tubular plate was first developed in connection with presses for the inter-



THE RICHARD M. HOE TYPE REVOLVING PRESS

One of the Earlier, and Widely-Heralded Improvements Towards Speed and Efficiency in Newspaper Printing

mediate field, but was later extended to metropolitan service, in machines of octuple and decuple capacity.

THE brochure contains a good many comparisons and analyses, in addition to those partly quoted in the foregoing. It is completely illustrated, and

of course brings out the points made regarding the products of the Duplex company. The writer finds in this neat and compact volume a valuable addition to a library on printing and publishing subjects, especially as to presses.

—J. L. M.

BOOKS AND PUBLICATIONS

CRAIN'S MARKET DATA BOOK & DIRECTORY

Fifth Edition, covering class, trade and technical publication, by G. D. Crain, Jr., 537 South Dearborn Street, Chicago, Ill. It contains an index to markets, to publications, to Canadian subjects, to foreign publications and to miscellaneous publications. Detailed advertising rates are given, together with circulations and distribution by classes of readers, making this a valuable hand book for the advertiser. Of equal importance, if not greater value, is the data on marketing conditions and affairs for the various classes of publications. While the book does not claim to supplant individual research, it forms a basis for more intensive work which will save the user a lot of time and money which might be expended in "getting started" if the compilation were not available. It is to the great credit of the class and trade journal field to have this data book, and it is proving immensely useful to advertisers also.—J. L. M.

IDEAS FOR NEWSPAPER ADVERTISING

Donald O. Ross, Wolverton Printing Co., Cedar Falls, Ia., is out with a handy booklet containing fifty of them. Mr. Ross is finding an extensive market for the little volume. He is known to "NPJ" readers, having contributed to some of the symposiums from his present connection and also his former success in the advertising department of the Washington (Ia.) *Democrat*. The booklet wastes no words. It contains, as its

title indicates, fifty good ideas which have been tried and not found wanting, for the aid of newspaper advertising men and managers. It is to be hoped that Mr. Ross will some time add another fifty, "and then some," to the collection in further volumes.

HOW ADVERTISEMENTS ARE BUILT

By Gilbert P. Farrar, author of "The Typography of Advertisements That Pay," D. Appleton & Co., New York; \$3.50; Mr. Farrar has a book in this volume for the business man on how to create advertising copy for papers and magazines, and (what is quite important and fills a great want) showing how to put them into type. The handling of illustrations is taken care of, also. It will prove highly valuable to the uncounted number of students of advertising. There are other books which aim to fill that place. But, in the present case, the buyer of advertising space will find more than he can expect from a book. He will find a yard-stick for measuring the quality and appearance of his advertisements. He will know better how to conceive, visualize and put into print, a kind of advertising which should prove far more effective than the average. Various principles are stated; then, illustrations which are sufficient to make the points clear and useful. It seems to me that this book may be of much value to the man who sells with the spoken word, and in two ways: He will gain a higher appreciation of what his advertising department is trying to do for him, and he will find greater light on subjects bandied about by "psychologists" who talk and write on the contact between salesman and prospect, or customer.—J. L. M.

(CONTINUED ON PAGE 32)

Christmas Greetings

OUR SEASON'S GREETING is a world-wide message. ¶ To you who may carry on the traditions of the craft in a little job-shop—a remote “country newspaper” office—or in the greatest of metropolitan printing plants and daily newspapers in all parts of the globe—we broadcast good cheer. ¶ For we are favored with good friends wherever printing is found, friends of whom we have sought to be worthy through providing the best of products to enable these craftsmen to accomplish more and better work. ¶ Throughout the year our best wishes are for you—but Christmas is an appropriate time to broadcast this message of good cheer and to wish you a very Happy and Prosperous New Year.



The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House: RAHWAY, N. J.

*Hamilton Goods Are for Sale by Prominent Type Founders
and Dealers Everywhere*

"NPJ" ROUND TABLE

(CONTINUED)

TRADE MARKS; NAMES; COMPETITION

A treatise by Richards & Geier, 277 Broadway, New York City; copies may be had on request. It covers the subject of trade marks in the United States, and also in foreign countries; tells about registrations, methods and prevention of piracy, etc. Printers doing book and similar job work will find it instructive. Another treatise just published by the firm is entitled, "Patents; Law and Practice."

MORE ADVERTISING

HOW THE LOCAL ADVERTISER CAN HELP

Director Caswell of the Iowa Association, a year ago and more, advanced a method by which local newspaper publishers could get some real co-operation from their merchants in securing national advertising; or, in other words, advertisements for nationally-distributed products and services. A number of associations are working along such lines now. President Mitchell of the Minnesota Association in a recent issue of *Among Ourselves*, published an unusually complete method. Parts of the article are:

THIS PLAN SHOULD WORK

"Visit your hardware store, for instance. Secure the names of twelve advertised lines your dealer handles—exclusive lines if possible. Get the name of the product and the name and address of the manufacturer and a little idea from the merchant as to what co-operation, if any, is offered.

"Get twelve letterheads from your dealers and twelve envelopes. Go back to your office and write one of the following letters on his stationery and have him sign them before you mail them.

HERE ARE FORMS READY MADE

Name your jobber or manufacturer. Town.....Date.....
Gentlemen:

We have stocked your goods, and we have a suggestion to make which we believe will help move them faster.

You are advertising in the big magazines and periodicals. This we appreciate. But it has been our impression that the strongest link in selling, so far as the local dealer is concerned, is overlooked. Our local newspapers are nearest the hearts of our prospects; they reach nearly 100% of the people in our territory, and every item is read. We feel that the general circulation you get through the magazines misses something vital in our sales contact, which our newspapers can supply.

If we could have your co-operation to the extent of placing a part of your advertising in these local mediums it would aid us greatly in establishing a trade for your product (name product if possible) that would be permanent and profitable.

Yours Sincerely
(Dealer's signature)

We have a feeling that our stock of your goods would move faster if you devoted some of your advertising to local newspapers.

We appreciate the advertising you are doing in the big magazines and periodicals, but somehow it seems to us this does not get the intensive results that use of the local newspapers would. They are the closest and most effective link of sales contact we have, reaching nearly 100% of the people in our territory, every item in them getting attention because they deal with the intimate community life.

If you would arrange to have part of your advertising campaign go through this overlooked channel we know it would aid us in disposing of (name of goods). The tieup in our own advertising would then have much more pulling power. It is just a suggestion we pass along to you in the interests of your sales.

Very truly yours,
(Dealer's signature)

We have stocked your goods and we hope to move them off rapidly. We could do this more surely and satisfactorily if you would place some of your advertising in the local newspapers here.

While the big magazines and periodicals may reach the dealers, those mediums do not reach our consumers intensively enough for full results here on the firing line. The local newspapers go into practically 100 per cent of the homes in this entire community, and in this trade territory reach most of our regular customers. These newspapers are paid for by the subscribers for their local news value and they read every item in them.

If we could have your co-operation to the extent of placing a part of your advertising in these local mediums it would aid us greatly in establishing a trade for your goods (name if possible), that would be permanent and profitable.

Yours truly,
(Dealer's signature)

We might be interested in handling your line of if you would use some space in the local newspapers to help us move the goods. Your advertising in the local papers here

ORGANIZATION!

By "DAD" MICKEL

(Southeastern Master Printers' Federation)

ORGANIZATION is not an panacea for the ills which afflict the printing industry—only a corrective, a means to an end, but not the end. Organizations are founded on principles, declarations of intent or codes of ethics, and as these are observed, followed closely, lived up to, the industry moves forward to better things, better printing and better profits. Organization cannot perform miracles, but it does clarify the muddy water of distrust and misunderstanding among those engaged in the printing industry.

would go into 95 per cent of the homes of this community, and reach most of the people in your trade territory. We could co-operate with you in the display and pushing of this line if you are interested enough to help us in the advertising.

Yours truly,
(Dealer's signature)

A FOLLOW-UP LETTER

Then in a few days write to the same firms on your own letterheads, something like this:

Name of Advertiser,
Address.

Gentlemen:

Your local dealer (giving name) has indicated to us that he is interested in securing a greater sale of (name product) and believes that by using the columns of our paper he can do this. He often mentions (name product) in his local advertising but he believes that there should be more space devoted to it.

We do not know what plans for co-operation with the dealer you have. Many manufacturers pay a portion or all of the expense of a reasonable advertising campaign where they are sure that they will have the co-operation of the dealer. We want to promise you that in this case you will have the dealer's co-operation and that you will have ours. We will check up on window and counter displays during the campaign and will keep the dealer interested.

If you have any plan of co-operation, let us know and let us help sell the idea to the dealer. Too many plans for advertising assistance are sent to the dealer rather than to the newspaper and as a result the assistance that we could give is lost.

Yours very truly,

SEND COPY OF PAPER ALONG

"It would be a good idea to send with your letter any office advertising that you have and a copy of your paper.

"Try this with a few stores, keeping a carefully prepared list of the firms written to, copies of your letters and copies of their replies. The interchange of correspondence will undoubtedly bring some results, but if it does nothing else it will establish a common bond of sympathy between the editor and the dealer that will be valuable."

THE HERCULES OF ADVERTISING MEDIA

Showing an A. B. C. circulation of 2,366,865 per week, the Philadelphia (Pa.) *Saturday Evening Post* has announced new and higher advertising rates. And its rules, always strict, have been tightened up even more. The new rates effective Feb. 6, 1926, are in part: One page, black and white, \$7,500; one page two colors. \$9,000; back cover, \$15,000; centre spread (two pages), \$18,000; a page in four colors, \$11,000; a single column, \$1,875; a single line, \$12. These rates are not so high as the rates of *The Ladies' Home Journal*, which charges \$9,000 for a black and white page.

SELLING JOB WORK

PROPOSED STAMPED ENVELOPE BILL

"Be it enacted, etc., that from and after June 30, 1926, it shall be unlawful for the Post Office department or any officer, head of bureau or chief of division thereof, to print or have printed on stamped envelopes, direction giving the name of an individual, firm or company, or any number of any post office box or drawer or any street number or the name of any building to which it shall be returned if uncalled for or undelivered: Provided that this shall not apply to those stamped envelopes printed with a return card left blank as to name, address, box,

*“That’s
Real
Metal”*

Wherever Quality
Metals Count . . .
Gardiner Metals
Are Used!



GARDINER METAL COMPANY

Established 1901

1356 West Lake Street, Chicago, Illinois

LINOTYPE / / / MONOTYPE / / / STEREOTYPE

Johnsonized

© © ©

Johnsonized is our trade name for remanufactured printers, binders and typesetters machinery, to distinguish that machinery from ordinary second-hand or used machinery. This company has specialized in remanufacturing for some thirty years and has an entire building devoted to that work.

The price on Johnsonized machinery is often higher than that on so-called bargains frequently offered, but that is only the first cost.

It is much cheaper to do a proper remanufacturing job in a factory like ours than to attempt to repair machinery on your floor.

Our aim is to give intelligent, efficient service both in the selling and installing. Our customers are not asked to gamble but get a guarantee against defective material and workmanship which is backed up, not only with sufficient financial strength and ability, but also with the necessity of maintaining the high reputation that has been established by the performance of Johnsonized machinery. You want economical machinery that will turn out your work with the minimum of maintenance expense and trouble.

With every Johnsonized machine is included all of the standard equipment that goes with similar machines when new.

Send for the November list just out, showing the present stock of Johnsonized machinery.

© © ©

C. I. Johnson Mfg. Co.

New Morrison Perfection Wire Stitchers

New Acme Staplers

New Chandler & Price Gordons & Cutters

Hamilton Wood and Steel Composing Room
Furniture

Mentges, Baum, Liberty and Omaha Folders

Saint Paul, Minnesota

"NPJ" ROUND TABLE (CONTINUED)

drawer, street number or building and which only gives the name of the town, city, with the state, district or territory. Provided further, that after June 30, 1926, it shall be unlawful for the Post Office department, or any officer, head of bureau or chief of division thereof, to make or have made any envelopes with postage stamps printed or embossed thereon, except as authorized by the foregoing provision of this act."—*Publishers' Auxiliary*.

DISPLAYING PRINTING SAMPLES

Books usually prove unsatisfactory as a means of preserving printing samples, for, as new samples are added as produced, work of a particular kind will be scattered all through the book. Cards are better because by this method samples of one class of work can be brought together," says the *Country Publisher*.

"The cards should be of a dark brown or gray. Samples of printing on light stock show off to increased advantage against a dark ground.

"The cards should be large enough to carry three or four ordinary specimens of printing. The exact size will be determined by the drawer or file in which they are to be kept.

SPECIMENS ON THE WALLS

"It is also well for the printer to display on the walls of his business office other samples of his work, preferably on dark mats in frames. Merchants often have advertising frames they have received and have no use for and will be glad to give you. If these frames are without glass, glass should be put in. It is necessary to show the sample to best advantage, and its cost is trifling compared to the profits from new business secured through showing the goods.

UNDER GLASS ON THE DESK

"One printer has his desk covered with a plate-glass top. Under the glass are neatly arranged pieces of printing taken from sample books of cover paper, together with a card having the following inscription: 'These are samples of some of the finest printing produced in the United States. None of it is produced by us, but we strive to the utmost of our ability to reach the same degree of perfection.'

EXHIBITS IN OFFICE WINDOWS

"The printer should show examples of his product in his window, grouped about a show card calling attention to his ability to do first-class work, and that promptly. This will remind many a passing business man that he stands in need of some item of printed matter.

"One printer added interest to his window display by placing interesting exhibits therein from time to time. Whenever there was anything of interest in the community, he would go after an exhibit connected with it. On one occasion it was a blue print of the plan for a new bridge. On another occasion a nearby farmer wounded and captured a large eagle. The printer secured it for a few days and placed it in a cage in the window. During the county fair he displayed big pumpkins, stalks of corn, wheat, etc., and not only drew attention, but greatly pleased the farmers. People soon learned that there was always something worth looking at in that window and stopped to get a glimpse of it. At the same time they saw the printer's samples and were reminded of their printing needs."

MANAGEMENT : ACCOUNTING

A NEW CURVE ON MANAGEMENT

A writer in Henry Ford's *Dearborn Independent* explains the bee improves each shining hour by covering 20,000 miles in 40,000 trips collecting the raw material for a pound of honey and then throws away half of it as unfit.

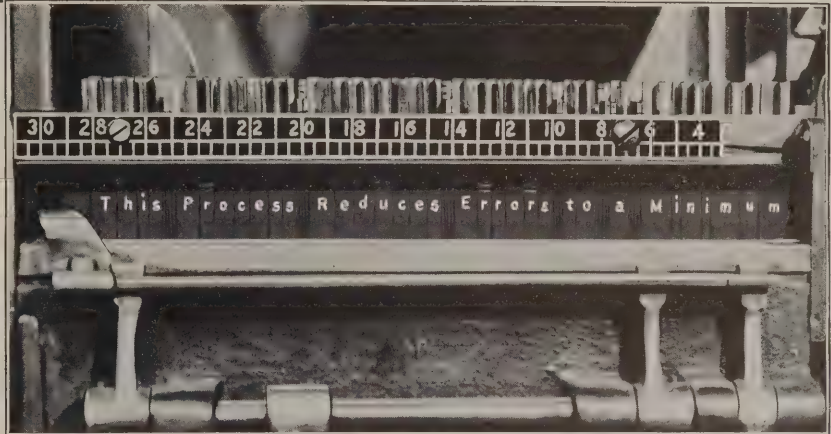
"Consider the bee," says Mr. Ford's editor, and we pause to consider. The net result of our consideration is that we have decided that the bee needs an entire reorganization of her productive system. She is a signal example of the need of mass production. Has the bee never heard of the Taylor Society? Think of the waste in transport of raw material! Give the bee a unified purchasing system, rearrange her haulage

BLACK & WHITE MATRIX

A Patented Process for Treating Your Present Matrix Equipment

A Few Users of the Contrast Matrix

New York Times
Hartford (Conn.) Times
Cleveland Press
Akron (O.) Times-Press
Marion (O.) Star
Canton (O.) Daily News
Ravenna (O.) Republican
Dover (O.) Reporter
New Philadelphia (O.) Times
Youngstown (O.) Vindicator
Columbus (O.) Dispatch
Kenmore (O.) Herald
Huntington (W. Va.) Advertiser
Lima (O.) Star
Calumet Index, Chicago
Pfeifer Show Print Co., Columbus, O.
Youngstown Printing Company
Youngstown, Ohio.
Central Publishing Co., Cleveland, O.
American Bohemian Daily, Cleveland, O.
Evangelistic Publishing House, Cleveland, O.
Press & Plate Co., Cleveland.
Blue Island Prtg. Co., Chicago.
Chas. Henricks, New York City.



CATCH errors in the Assembler—before the line is cast—and save 50% of correction costs. We will *prove* this saving in *your* plant before you pay a penny. Could anything be fairer? Write us!

MATRIX CONTRAST CORP.

33 West 42nd St., New York, N. Y.

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

**AMERICAN
TYPE**

The Best in Any Case

Kelly Automatic Presses
Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Benzine and Lye Brushes
Galleys, Brass and Steel

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

YOU MEN who are tired of the usual convention places



HERE is a different, better, much more interesting and enjoyable convention site—famous French Lick Springs Hotel, the home of Pluto Water, known the world over as America's premier health and recreation resort. A less expensive place, too—meals and room are included in the moderate rate you pay at French Lick Springs; and you avoid the heavy theatre, restaurant, taxicab and other entertainment bills that other convention sites require of you. Doesn't that picture the sort of place your organization would do well to choose next time?

There is renewed health for you here in the bubbling natural waters of the Pluto, Bowles and Proserpine Springs. Severe winter is unknown in this semi-southern Cumberland foothills region. Golf is played on the two 18-hole French Lick Springs Hotel courses long after weather stops all thought of golf elsewhere. And this superb, perfectly appointed and equipped metropolitan hotel affords other diversions in abundance.

Ready now, too, is the large new wing containing, among other features, a well-ventilated daylight ground floor convention auditorium flexibly arranged so that meetings of any size from 50 to 1500 persons can be held without leaving the hotel.



Everyone intends to visit French Lick Springs some day. Your next convention is your opportunity to do so. Write now for illustrated booklet with detailed convention information. Address Convention Secretary, French Lick Springs Hotel Co., French Lick, Indiana.

"Home of Pluto Water"

FRENCH LICK SPRINGS HOTEL



"NPJ" ROUND TABLE

(CONTINUED)



of material, and instead of improving 'each shining hour,' she'd triple her output with a 40-hour week.

"No longer should the bee be held up as an example of profitable industry. And we have our doubts about advising the sluggard to go to the ant.

"The bee needs a factory manager!"—*Nation's Business*.

PRINTERS, PUBLISHERS, AND CASH DISCOUNTS

A speaker at the U. T. A. convention, Chicago: "If, after the estimate is made, two per cent is added, and the customer is informed if he will pay the bill within ten days from the date of the bill, the two per cent will be removed, he will remove it. I, personally, believe in the method. There is an astonishing number of persons who, when they are faced with the fact that they can save some money by making a discount, if they are good enough to have credit at all, they will take the discount, and then you have exactly the face of your account, and you have it promptly.

"Printers are the worst credit givers in the world, I think.

"The whole business is a matter of stiffening the backbone of the printer, who must come to realize that he is doing work which is of use to no one else but the customer, and the customer ought to have some sort of regard for him. I hope that I can get some sympathy after a while for the cash discount. The fellow who isn't ready to accept a two per cent discount in ten days isn't going to be ready to give you the cash in thirty days. He is much more likely to take sixty."

HOW'S THE VOICE AT YOUR PHONE?

Strickland Gillilan, the noted newspaper humorist, writing in *Printer's Ink*: "When I call a store or other business house and the first reply to my call is a gruff, snarled word with a plainly implied 'What in hell do you bother me for?' in it, I either hang up right there or make arrangements to do all my future business of that sort with another firm.

"I should, after getting rid of that moronic excrescence, sweep his mangled remains from my lintel, search careful among my employees for the pleasantest-voiced one, and put him or her at the 'phone. Also, I should rigidly instruct said find to use good common sense in all telephone replies, particularly seeing to it that the person calling the house by telephone should not be given the feeling that he had intruded by calling.

"A customer who feels he has annoyed a firm by attempting to deal with it will cease to be a customer of that place just as soon as he can make satisfactory arrangements elsewhere."

ANOTHER GOOD COLLECTION PLAN

The following advertisement from an Alabama weekly has been given circulation among the Alabama Press Association members through its bulletin, *Alapressa*:

WOULD YOU LIKE TO HAVE \$202.50

YES? We would too, and that is just exactly the amount now delinquent on our subscription lists in amounts of \$1.50. The sum does not amount to very much to any individual reader, but the aggregate represents an amount worth while to us. Statements were mailed this week to all subscribers who are in arrears and we ask that immediate attention be given them.

We do not want to lose a single name from our family of readers, so if you receive a statement, don't put the matter off. Slip a check in the mail today. DO IT TODAY.

"A year or so ago the Goodwater Enterprise put on a stunt similar," continues the *Alapressa*, "and it went over fine, putting the paper in a position to expand equipment. The editor announced that he needed a paper cutter and several hundred dollars worth of type, to give the readers the paper they deserved; but he told them frankly that he did not have the cash to buy the equipment. His subscribers were told of his plans and asked to help by paying up; then he started a contest to see how quick he could raise the money. Each week he would publish the names of those who had paid and carried the sum total forward every week until the correct amount needed was passed. Then the paper came out a week or so later in a new dress, thanking its patrons for their assistance in making it possible."

ABOUT HIRING PRINTING SALESMEN

Fred Randolph, of the Master Printers Federation of Chicago, in commenting on the serious losses caused to printing firms from inroads made into their sales by salesmen who have left their employ says that:

"Recently a case was decided in the Supreme Court of the State of

CLEAR SPRING

SUPER



Design by RENÉ CLARKE

See reverse side for list of WESTVACO DISTRIBUTORS

The Mill Price List

Distributors of Westvaco Mill Brand Papers

THE CHATFIELD & WOODS CO.	20 W. Glenn Street, <i>Atlanta, Ga.</i>
THE ARNOLD-ROBERTS CO.	<i>Augusta, Me.</i>
BRADLEY-REESE CO.	308 W. Pratt Street, <i>Baltimore, Md.</i>
GRAHAM PAPER CO.	1726 Avenue B, <i>Birmingham, Ala.</i>
THE ARNOLD-ROBERTS CO.	180 Congress Street, <i>Boston, Mass.</i>
THE UNION PAPER & TWINE CO., 559-561 E. Swan Street,	<i>Buffalo, N. Y.</i>
BRADNER SMITH & CO.	333 S. Desplaines Street, <i>Chicago, Ill.</i>
WEST VIRGINIA PULP & PAPER CO.	732 Sherman Street, <i>Chicago, Ill.</i>
THE CHATFIELD & WOODS CO.	3rd, Plum & Pearl Sts., <i>Cincinnati, O.</i>
THE UNION PAPER & TWINE CO., 116-128 St. Clair Ave., N.W.,	<i>Cleveland, O.</i>
GRAHAM PAPER CO.	421 Lacy Street, <i>Dallas, Texas</i>
CARPENTER PAPER CO. OF IOWA, 106-112 Seventh St. Viaduct,	<i>Des Moines, Ia.</i>
THE UNION PAPER & TWINE CO.	551 E. Fort Street, <i>Detroit, Mich.</i>
GRAHAM PAPER CO.	201 Anthony Street, <i>El Paso, Texas</i>
GRAHAM PAPER CO.	<i>Houston, Texas</i>
GRAHAM PAPER CO.	6th & Broadway, <i>Kansas City, Mo.</i>
THE E. A. BOUER CO.	175-185 Hanover Street, <i>Milwaukee, Wis.</i>
GRAHAM PAPER CO., 607 Washington Avenue, South,	<i>Minneapolis, Minn.</i>
GRAHAM PAPER CO.	222 Second Avenue, N., <i>Nashville, Tenn.</i>
THE ARNOLD-ROBERTS CO.	511 Chapel Street, <i>New Haven, Conn.</i>
GRAHAM PAPER CO., S. Peters, Gravier & Fulton Streets,	<i>New Orleans, La.</i>
BEEKMAN PAPER AND CARD CO., INC., 318 West 39th St.,	<i>New York, N. Y.</i>
WEST VIRGINIA PULP & PAPER CO., 200 Fifth Avenue,	<i>New York, N. Y.</i>
CARPENTER PAPER CO.	9th & Harney Streets., <i>Omaha, Neb.</i>
LINDSAY BROS., INC.	419 S. Front Street, <i>Philadelphia, Pa.</i>
THE CHATFIELD & WOODS CO., 2nd & Liberty Avenues,	<i>Pittsburgh, Pa.</i>
THE ARNOLD-ROBERTS CO.	86 Weybosset Street, <i>Providence, R. I.</i>
RICHMOND PAPER CO., INC.	201 Governor Street, <i>Richmond, Va.</i>
THE UNION PAPER & TWINE CO.	<i>Rochester, N. Y.</i>
GRAHAM PAPER CO.	1014 Spruce Street, <i>St. Louis, Mo.</i>
GRAHAM PAPER CO.	16 East 4th Street, <i>St. Paul, Minn.</i>
R. P. ANDREWS PAPER CO.	704 1st Street, S. E., <i>Washington, D. C.</i>
R. P. ANDREWS PAPER CO.	<i>York, Pa.</i>

Manufactured by
West Virginia Pulp & Paper Company

"NPJ" ROUND TABLE

(CONTINUED)

New York involving a contract specifying that the salesman, upon termination of his employment, be prohibited from soliciting the patronage of his employer's customers. Under the decision, the contract was held to be valid and enforceable."

A clause in a proper employment contract which might protect the employer in such a case is as follows:

"The party of the second part covenants that he will not, while in the employ of said party of the first part or within six months after the termination thereof, in any manner or for any cause whatsoever solicit any persons dealing with the party of the first part for any competing business, or attempt to solicit or divert any business or patronage of said party of the first part, or in any manner compete with the business of the party of the first part, directly or indirectly, for himself or for any other persons, firms or corporations."

"HOLE IN THE ARMOR"

From an Address to the Illinois State High School Press Association Conference

By PROF. GRANT M. HYDE

Professor of Journalism, University of Wisconsin

NEWSPAPERS are ordinarily made by a group have a higher esteem for public service than for of relatively high-minded men, many of whom personal gain.

But, remember—he must make a living. His paper must be a financial success if it is to survive and have influence. To accomplish this he must have readers—he must print a newspaper that people will buy.

The fact of the matter is that a great deal is being done in the newspaper profession and in the schools of journalism toward the production of better newspapers. But **ALMOST NOTHING IN BEING DONE TO PRODUCE BETTER NEWSPAPER READERS.**

"If we are to have better newspapers, better communities, better government, we must train up a younger generation to demand the best in newspapers and train them to read the papers intelligently," he said. "The newspaper profession today is ready and able to give the public just as good a newspaper as it will buy."

PRODUCTION ANGLES

Association bulletins show keen interest exists everywhere with respect to fuel for metal melting pots. The Inland's publication recently published a letter from Gardner J. Thomas, Marion (Ind.) Chronicle, using oil, in part as follows:

It might be of interest to him to know that the Chronicle has used fuel oil for the past three years for stereotyping melting pot and also for the small steam boilers for the steam tables. We find that it costs us just about the same for fuel as it did formerly when burning coal under our stereotype pot and gas in the steam boiler. There is, however, a value about fuel oil that can not be measured in dollars and cents. Our experience indicates that our metal is in better condition and in consequence we get a better cast than we did formerly.

"We would advise that a thermometer be hung in the melting pot so that the stereotyper can know at all times the exact temperature of the metal. With metal that is properly proportioned of tin, lead and antimony proper casts can be obtained of temperatures ranging from 550 degrees to 600 degrees Fahrenheit. To exceed these temperatures the tin, in the metal being lighter of the three ingredients, rises to the top and forms an oxide and is lost when taken off in dross. Before using oil it was a very hard matter for us to maintain good metal. Constant attention was necessary with the coal fired pot to maintain even temperatures. Now it is a matter of adjusting the burner to maintain the temperature desired so that it is seldom necessary to make more than two or three adjustments during the entire day. We find that oil will melt the metal as fast as anyone should want. Frozen metal should be heated gradually.

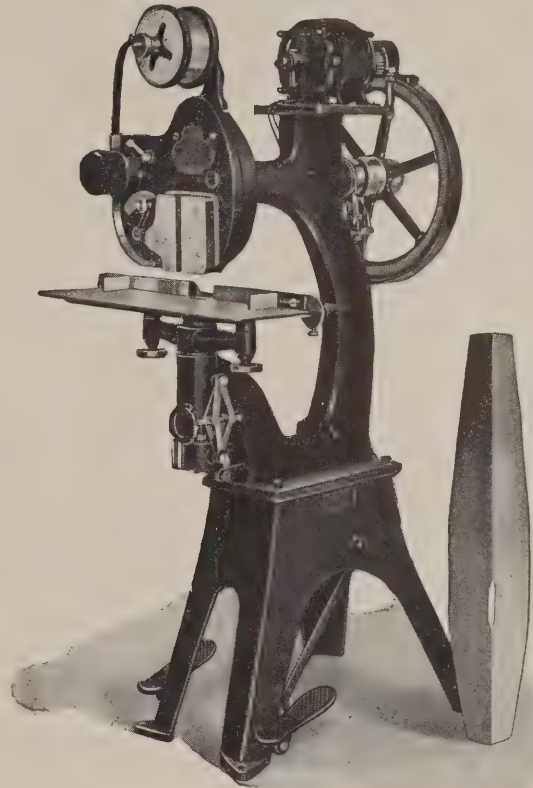
Although we have no exact comparison in the amount of dross returned during our use of coal the writer is of the opinion that waste in metal is considerably less since we have used oil in spite of the fact that we have been publishing on an average of six pages more daily than when we were using coal.

GRAPHIC ARTS EXPOSITION IN 1927

The Graphic Arts Exposition which is being planned for 1927 at New York will be held during the two weeks from September 19 to October 1. This was the decision reached at a meeting of the Graphic Arts Exposition Joint Conference

MORRISON "PERFECTION" WIRE STITCHERS

*Built in Sizes to Meet
Your Requirements*



Shown above No. 3-J is designed to provide a complete wire stitching department in one machine. Capacity, two sheets to seven-eighths of an inch. Takes wire 28 to 30 guage round or flat. Only one adjustment. No. 3J Belt Drive, price \$375.00, complete. Motor equipment for direct drive, \$77.00 extra.

© © ©

[MORRISON]
Sales and Service

© © ©

C. I. Johnson Mfg. Co.

Sole Northwest Agents

Saint Paul, Minnesota



The
Compos-
ing Room
Cylinder

There are
ten other
Vandercook
models suited
for the
smallest as
well as the
largest shops

PROOF!

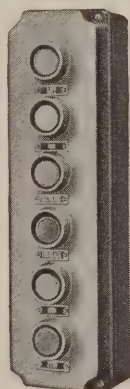
The Machines with a Record

Vandercook Rigid Bed Composing Room Presses have been sold largely by what users have told about them. The list of users establishes the fact that Vandercook Rigid Bed Composing Room Presses are "Used where quality and speed in taking proofs are most needed." You may be satisfied with the proving and testing machines in your composing room until you learn of the correct operation of other machines better suited to the work.

WRITE FOR FULL INFORMATION

Vandercook & Sons Originators of the
Modern Proof Press
1716-22 W. Austin Ave., Chicago, Ill.

*For safety, speed and
economical operation use*



The Boss of
the Press

Cline Universal Control System

Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

CLINE ELECTRIC MFG. CO.

Western Office
First Nat'l Bank Bldg.
San Francisco,
Calif.

Main Office
Conway Bldg.
111 W. Washington St.
Chicago

Eastern Office
Marbridge Bldg.
47 W. 34th St.
New York



"NPJ" ROUND TABLE (CONTINUED)

Committee which met in connection with the recent convention of the United Typothetae of America at Chicago. The Graphic Arts Exposition Joint Conference Board is headed by president R. W. Nelson of the American Type Founders Company. It is expected that nearly every one of the principal associations in the printing and allied trades will hold their annual conventions during exposition week.

NEW NEWSPAPERS, OFFICES, PLANTS

Jasper (Ala.) Advertiser.
Clearlake (Cal.) American.
San Carlos (Cal.) Enquirer—A. G. Emerson.
San Diego (Cal.) Morning Independent.
Ovid (Colo.) Advocate.
Mystic (Conn.) Light.
Avon Park (Fla.) Herald.
Fort Pierce (Fla.) Record.
Little River (Fla.) Courier.
Plant City (Fla.) Courier.
Stuart (Fla.) Daily News.
Umatilla (Fla.) Tribune.
Lorant (Ill.) News.
Nebo (Ill.) Plaindealer.
Berne (Ind.) Review.
LaPorte (Ind.) Times.
Jackson (Mich.) Bulletin.
Hastings (Minn.) Herald.
Okabena (Minn.) Press.
Browning (Mont.) Citizen—E. F. McRae.
Staplehurst (Neb.) Sun.
Atlantic City (N. J.) Times—News Publishing Co.
Vineland (N. J.) Post.
Zebulon (N. C.) Record—George W. Mitchell.
Blackwell (Okla.) Evening News.
Fort Cobb (Okla.) Express—Cecil Colbert.
Okemah (Okla.) Ledger.
Wanette (Okla.) Herald—M. L. Misenheimer.
Yale (Okla.) Payne County News.
Florence (Ore.) Times—Ralph Moore.
Wesleyville (Pa.) Record—F. E. Gohrs.
Raymondville (Tex.) Record.
Terrell (Tex.) Times—J. Roy Hardin.
Layton (Utah) Weekly News-Express.
Oshkosh (Wis.) Republican.
Oxford (Wis.) Review.
Buffalo (Wyo.) News.
Kaycee (Wyo.) Homesteader.

SOLVING THE RETURNED METAL PUZZLE

"I think the trade compositor should have customers settle for metal upon delivery of each job—they should on delivery of a job give him the like amount of metal. This obviates book-keeping and difficulties, as well as needless tying up of money. Otherwise, there is a never-ending and never-finished business. : : It costs practically the same to set leaded lines as solid lines, and yet the trade compositor measures the 'over-all' instead of lines. Therefore, the printer who buys solid type gets more lines to his galley than the fellow who buys leaded lines. It is a practice which should be changed, as we should pay the compositor on the line basis instead of the 'over-all' basis."—O. T. Wright, National Capital Press, Washington, D. C., to the International Trade Composition Association annual.

REBUILDINGS, NEW HOMES, ADDITIONS

Bakersfield (Cal.) Californian—To build.
Mt. Vernon (Colo.) Register-News—In new home.
Daytona Beach (Fla.) News—To build.
Washington (Ga.) News Reporter—In new home.
Buffalo Center (Ia.) Tribune—Bought new home.
Wayland (Ia.) News—Building addition to office.
Bird City (Kans.) Tribune—Bought new home.
Zeeland (Mich.) Record—In new home.
Aitkin (Minn.) Independent-Age—Building home.
Bottineau (N. D.) Farmers' Advocate—In new home.
Manchester (O.) Signal—To build.
Tippecanoe City (O.) Herald—Erecting new home.
Nashville (Tenn.) Brandau-Craig-Dickerson Co.—To build.
Culpeper (Va.) Virginia Star—In new building.
Montello (Wis.) Express—Bought new home.

ATTEND MOTOR FAULTS WITHOUT DELAY!

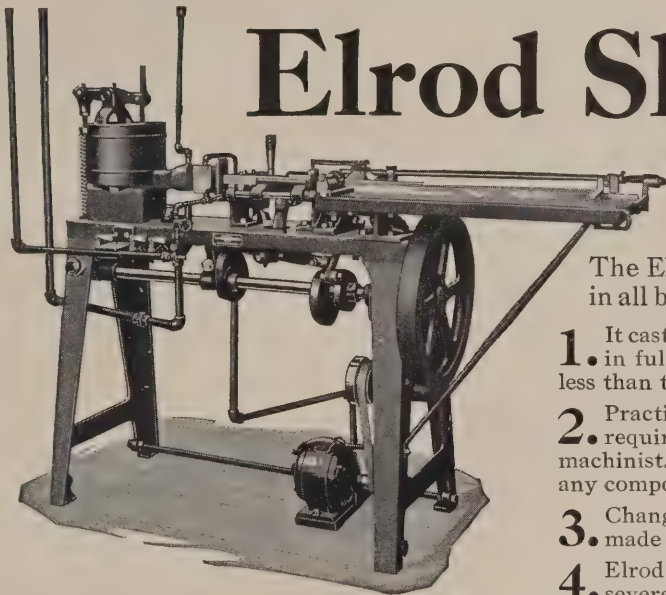
From a recent issue of the Bulletin of the International Association of Printing House Craftsmen: "Sparking motors should be attended to at once. The brushes on the commutator may be worn and need replacing. If not replaced in time the mica in the commutator will become worn and will have to be turned down, and if that is allowed to be passed by too long the motor will need to have new mica, which is a job that takes from ten to twelve hours of labor.

"Servicing of motors is important in the printshop. If you have an electrician around the shop (not a tinkersmith) you can keep your motors in good condition, not merely running condition, which makes quite a difference when you check up

Simple — Economical — Efficient

Elrod Slug Caster

for Leads, Slugs, Rules



*Now fully licensed
by agreement under both the
Knight (Monotype) and
Elrod patents*

The Elrod Slug Caster is a profitable investment in all but the smallest composing rooms because—

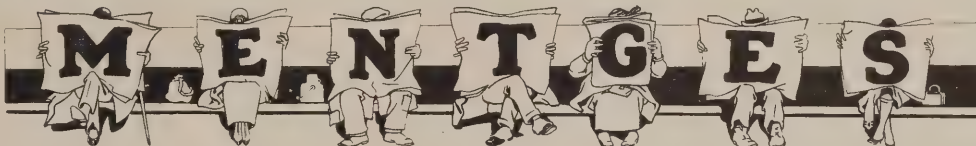
1. It casts leads, slugs and plain rules of various point sizes in full length strips or cut to any desired lengths for less than the cost of distributing.
2. Practically automatic and extremely simple, it does not require constant attendance of an expert operator or machinist. It can be operated with minimum attention by any composing room employee.
3. Changes from one size or kind of product to another are made quickly and easily with no intricate adjustments.
4. Elrod material is solid and stands up under the most severe press and stereotyping conditions.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street

New York: 63 Park Row
Boston: 261 Franklin Street



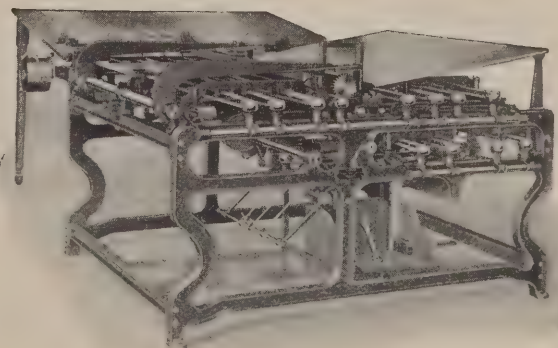
*Sends
the
Season's Greetings*

AT CHRISTMAS time, rather than "talk shop" we prefer to review the past year of pleasant business association with our many friends everywhere.

To all of you we send our hearty Christmas Greetings and our Sincere Wish for a prosperous year for you in 1926.

The Mentges Folder Company
Sidney, Ohio

"Builders of Profitable Folding Machinery"





Quality Is Tangible

YOU can't tell much about the quality of type metal by the looks of the pigs. But when the metal is run through your machines, or cast into stereo plates, then quality becomes a tangible thing.

"Wilke's" Type Metals will cast solid slugs, type and plates which will print sharp and clear. It will work at low casting temperatures, with a minimum of drossage. And these are the tangible characteristics of quality in Type Metals.



When you become a user of "Wilke's" Type Metals you will understand how we have built and maintain our large list of satisfied customers

METALS REFINING COMPANY

HAMMOND, INDIANA

Warehouses in All Principal Cities



Cleans Space Bands the Modern Way

The old way of cleaning space bands by hand is now obsolete. The Rockaway does it in less than one-fourth the time, and does it with uniform thoroughness, applying graphite in just the right quantity. No guess work about it. Capacity, 30 bands per minute.

*Machine Sent on 10 DAYS TRIAL.
Write for One Today.*

The Rockaway Co.

3508 Grand Avenue

Milwaukee, Wisconsin

"NPJ" ROUND TABLE (CONTINUED)

the final bills. If not, contract with a reliable electrical company to service your motors regularly and other electrical equipment. They charge only a nominal sum per month or per inspection. At the end of each year you will find your repair bills to be less, provided you start having the service before your equipment is too far gone. In addition to this, the saving in the time of machines that would otherwise be busy will be sufficient to pay your servicing bills.

"Prevent strain on your presses when starting them by giving a helping hand by assisting the flywheel to revolve. There are certain points on machinery that offer the peak of resistance and those points should be noted by the operators and, when starting at those points particularly, a little assistance prevents an unnecessary strain."

NEWS : : EDITORIAL

SCIENCE IN WRITING EDITORIALS

There are methods and systems for checking against omissions and errors in electricity and other scientific subjects—in accounting, production and whatnot. Students of the Journalism department at the University of Wisconsin recently got up a checking sheet on letter heads. Now they have made up one on editorials. Here are some of the tests:

What apparently was the occasion for writing the editorial? What are the evident sources upon which the writer drew in preparing the editorial? Does the writer deal with the subject broadly or pettily? Does the editorial aim primarily to explain, to prove, or to persuade? What form of argument is used? Are there fallacies in the argument? Is the length of the editorial proportionate to the importance and complexity of the subject? Could you change the order of the ideas and thereby make the editorial clearer and more effective? Could any part of the editorial be omitted to advantage? Is its typographical form suited to the class of readers to which the editorial appeals? Does the writer maintain throughout the tone appropriate to his subject and his treatment of it?

There is aplenty in this schedule for any editor who aims to improve his editorials—for one who may be wondering why his editorials "don't take."

SUNDAY NEWSPAPER STATISTICS

The *Editor & Publisher* gives the total number in the United States as 545, and Canada 5, with a total net paid circulation of about 23,000,000, and an average number of pages of 50. It may be surprising to many to find the average advertising volume given as 50 per cent of total space. Other facts are: Rate per million circulation, \$2.26; estimated Sunday advertising Revenue for 1925, \$200,000,000; estimated newsprint required per annum to supply the Sunday press, 500,000 tons. Sunday sections, varying in number from one to a dozen, usually classify as follows: Main or news section; society, with women's and children's pages; amusements; automobile and radio; financial; classified and real estate; sports; magazine; news-pictures; comics. Almost universal use is made of comics, ranging from four to twelve pages. Retail prices range from two to ten cents per copy, with five cents the average price for the country. Mail subscriptions range from \$2 to \$8 per year. Average wordage of metropolitan Sunday newspaper equal to twenty full-length novels.

HOW MUCH SPACE FOR DEPARTMENTS?

A student of Journalism at Colorado University writes that if she were publishing a weekly, 8 pages, 6 columns, she would apportion the space as follows (charging 35 cents an inch on 2,000 circulation):

- 24 columns of ads.
- 4 columns good, weighty local news, "of importance."
- 2 columns personals.
- 2 columns local news with side heads, semi-important.
- 1 column society "boiled down."
- 4 columns to communities—personals.
- 2 columns to good, stiff news from over the county gathered through the communities.
- 1 column editorial.
- 1 column humor—one-half in "column," one-half scattered.
- 2 columns magazine features, boiled down.
- 1 column clipped editorials of moment.
- 2 columns boiled state and national news of significance.
- 2 columns good plate features.

This New Kennerley Bold and Italic was designed for Monotype users by Frederic W. Goudy as a companion to his Kennerley Old Style. Another Exclusive Monotype Face.



Monotype

Philadelphia

[Send for full information about
Monotype strip-casting machines]

Set in Monotype (Goudy) Kennerley Bold and Italic, Nos. 269 and 2691, and Rule No. 6468RL

The World's Greatest
FOLDER VALUES] →

8 New Versatile 19 x 25

BAUM FOLDERS

4-6-8-12-16-18-20-24-28-32

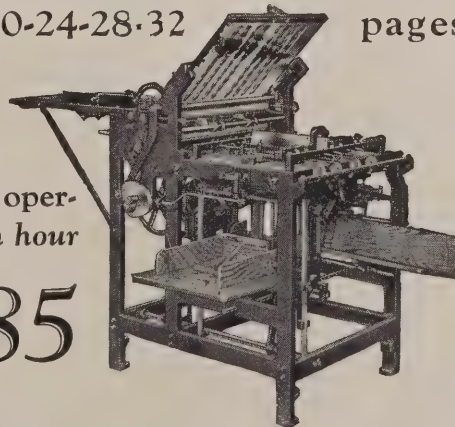
pages in one operation

Model 190

3 folds (16 pages) one operation. 13,000 folds an hour

ONLY \$685

With motor. No extras



Model 290

4 folds (32 pages) one operation. 17,000 folds an hour

ONLY \$770

Complete. Motor included

The same SIMPLICITY and QUALITY CONSTRUCTION that made
BAUM FOLDERS THE FASTEST-SELLING-FOLDERS-IN-AMERICA

Baum Pony Folder—2 Par. Folds, Max. 11" x 17"
Baum High Duty Folder—3 folds, Max. 14" x 19"
Baum Automatic Folder—3 folds, Max. 14" x 19"
Baum 19" x 25" Folders—3, 4 or 5 sets folding rollers

RUSSELL ERNEST BAUM
615-45 CHESTNUT STREET : PHILADELPHIA

BRANCHES OR AUTHORIZED DEALERS IN ALL PRINCIPAL CITIES



Hundreds of Newspapers

Constantly Use

Stevenson Furniture Molds

Cast unlimited space and basing material which is so essential to the efficient and economical operation of your composing room.

Fits Any Linotype or Intertype



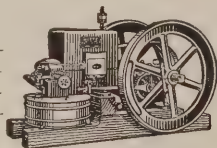
Ashton G. Stevenson, Inc.

859 North Franklin St.

Chicago

"THE WITTE STILL RUNS THE SHOP"

says J. A. Church of the "Oketo Eagle," Oketo, Kans.



Read what he thinks of the WITTE Engine's ability to run print shop machinery

"Some 7 or 8 years ago I purchased a WITTE Engine and placed it in my shop—it's still there, been running today. I bought it on long payments when I was working under most miserable condition of health and at great odds. Well, the shop has grown considerably, the machinery in it is very much more extensive, and recently I have purchased the 'Oketo Eagle' plant—the local paper and print shop, which I have run considerable during 15 years—paid for it and cleared up the quarter block that has my four-room residence, shop buildings and their equipment, from indebtedness. I put the engine I bought of you on a good cement base in shop, and every few days someone asks me if it is not a new engine."

Burns nearly all cheap fuels—gasoline, kerosene, gas, naphtha, alcohols, distillate, etc. All sizes—2 to 25 H. P.

\$5 Down Buys Any Up to 10 H-P.

Write today for details.

Fifty-five Years of Honest Building.

WITTE ENGINE WORKS

Est. 1870

3949 Witte Bldg., Kansas City, Mo.
3949 Empire Bldg., Pittsburgh, PA.

"NPJ" ROUND TABLE

(CONTINUED)

Rum Deal, Mates!

From THE COMPOSING ROOM, NEW YORK

*I*N THESE day of prohibition

We are in a strained position

As regards the types to use or let alone;

There are some we used to cherish,

But to use them now we'd perish

In a cold, unfeeling jail of steel and stone.

When the times were gay and wetter

Pabst was quite our favorite letter,

And we used to buy and use it by the case,

But of it we now are leery,

For it sounds a bit too beery

And we fear its use would plunge us in disgrace.

Till the year of Nineteen twenty

We used Scotch in quite a plenty

Then this blasted prohibition business came,

And although we grieved to do it,

In the hell-box then we threw it,

And we dare not even mention it by name.

Good Old English was a dandy

And it often came in handy,

When we yearned to give a job a fancy touch,

But the name is now too risky

For it might mean type or whisky,

And the chances are we'd get ourself in Dutch.

Benedictine is another

We must now keep under cover;

And of Bourbon, why we mustn't even think;

And it's rendered us so woozy

Dodging types that sounded boozy,

That the blasted thing is driving us to drink.

MANUFACTURERS : SERVICES

ALFRED ARCHER, TORONTO, PROMOTED

In recognition of the good work done by him as general sales manager of Canadian Linotype Limited of Toronto, Alfred Archer has been made assistant manager of the foreign department of the Mergenthaler Linotype Company, with headquarters in Brooklyn, N. Y. Mr. Archer has been connected with the Mergenthaler Linotype Company and affiliated organizations for the last twenty-one years. In 1904 he was with Linotype & Machinery Limited of England. He spent eight years in South Africa, and for some time was in mechanical charge of the government printing office at Pretoria. For the last six years he has been with Canadian Linotype Limited. Upon his departure the Toronto staff presented him with a diamond stickpin. Harry E. Reid, who succeeds Mr. Archer in Toronto, is a practical printer and Linotype worker. He operated one of the first model 9s in Canada. About seven years ago he started with Canadian Linotype Limited as a salesman. Later he was made a special Linotype typography representative. For the last three years he had served as Mr. Archer's assistant.

LARGER CAPACITY JIG SAW PERFECTED

The J. A. Richards Company, Kalamazoo, Mich., announces that in response to a demand from the trade, it has enlarged the capacity of the jig saw arm on their big DeLuxe Composing and Die Room saw-trimmer. The change gives a capacity of twenty-four inches on the jig saw, and when equipped with reversible heads, it gives an almost unlimited capacity for large jig saw work. The new improvement makes it possible to have full capacity through the machine on the

Sawing and Mitering

True Precision on the C. & G. Trimmer -

THE C. & G. Trimmer, simply as a saw, has more real improvements, more accurate performance, more ease of operation, *More Safety*, than any other. Powerful work holding vise, which is instantly set merely by pulling down a lever; an end gauge that may be adjusted to points (not nearly, but exactly) will saw and trim to less than one pica in length—positive measurement, no guesswork; waste material ejected from side, no clogging of column; work is placed *in front* of the gauge so fingers cannot come in contact with the saw; sawdust *must* go down column and not through the air; powerful and rigid construction throughout.

Every Composing Room Needs This Saw

Makes perfect mitered joints, with no shortening of rules; each piece is mitered exactly to points (and we don't mean maybe); unnecessary to buy electros so corners will join perfectly; no wasted metal; no *time* frittered away; no "cut and try"; each miter is perfect and quickly done, and simply; no expert border man needed to operate this modern composing room tool.

Every Composing Room Needs This Miterer

Hundreds all over the United States and in foreign countries have installed it—all in less than two years. With these new attachments which make the Trimmer several machines in one, it will be "standard equipment" in *all* modern and progressive plants. Send for your copy of our late circular.

Cheshire & Greenfield Mfg. Co.

538 S. Dearborn Street

Chicago, Illinois



Model
No. 2
—
Patented

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Fourteen Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI, OHIO
CHICAGO, ILLINOIS
BOSTON, MASSACHUSETTS
KANSAS CITY, MO.
DALLAS, TEXAS

MINNEAPOLIS, MINNESOTA
ST. LOUIS, MO.
PHILADELPHIA, PENN.
ROCHESTER, N. Y.
DETROIT, MICHIGAN

KALAMAZOO, MICHIGAN
INDIANAPOLIS, INDIANA
BIRMINGHAM, ALABAMA
NASHVILLE, TENNESSEE

A Drossless Metal Furnace

No Fumes—Less Gas

Monarch Monometer

WILL IMPROVE YOUR METAL

THE saving in fuel and dross will pay cost of "Monometer" in one year. It is built to last a lifetime.

◆◆◆

THE "Monometer" is built in standard sizes of 500, 1,000 and 2,000 pounds and up to 5 ton capacity.

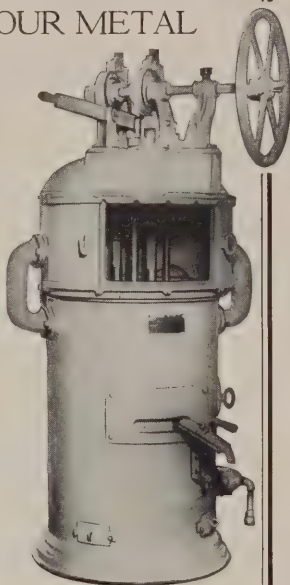
◆◆◆

WATER cooled molds mounted on carriages are supplied to meet the requirements of your plant.

◆◆◆

Write for Descriptive Catalog "N".

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.



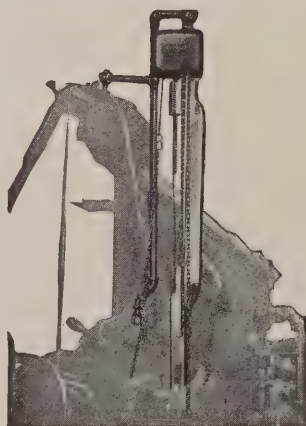
Don't "Try" Another Feeder
When You Know

The Margach

Will Make Good

Advantages

Low priced as compared to value; greater production; perfect slugs; economy in consumption of gas; uniform temperature of metal; great saving of time in repigging and feeding, 10-year guarantee; never out of order; no overheating or leaking; simply constructed; no trouble to operate.



MARGACH METAL FEEDER

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price \$75.00 Each

Additional molds \$2.00 each
Watercooled Molds: set of 4, \$100.00;
set of 6, \$150.00.

A Trial Will Convince
You

MARGACH MANUFACTURING COMPANY
213 Centre St., New York City

"NPJ" ROUND TABLE

(CONTINUED)

circular saw when the arm is swung open. The Richards Company manufacture eighteen styles of jig saws, circular saws, and saw-trimmers for the printing, paper box, lithographing, and allied trades; also the famous Multiform Rule Benders, Cutters and Creasers, on the market for twenty-five years, used in making steel rule dies.

PACIFIC COAST SALES OFFICE OPENED

The West Virginia Pulp and Paper Co., New York City, announces the opening of a Pacific Coast Sales Office at 503 Market Street, Cunard Building, San Francisco, Calif., under the management of George L. Rodier.

JOINS AMERICAN TYPE FOUNDERS' STAFF

Merrit W. Haynes, formerly educational director of the United Typothetae of America, is now connected with the Education Department of the American Type Founders Co., F. K. Phillips, manager. Mr. Haynes will devote his time largely to educational research, applied to instruction in printing, in the interests of the printing industry and its schools and institutions.

OPPORTUNITY FOR CONTINUOUS PRODUCTION

An interesting and classy booklet from the Miehle Printing Press and Manufacturing Co., on the subject of the Miehle Automatic Pony. It is well illustrated, showing the most efficient ways for making the best use of the press which it describes. The booklet contains an analysis of the advantages, in dollars and cents and other ways, of modern equipment in the press room. Here is a quotation: "The printing business has developed few specialists. Scarcely one printer in a thousand specializes. The character of the work done is usually dictated by the customer's requirements. The customer does not go to 'Smith' for letterheads, to 'Jones' for circulars and 'Brown' for catalogs. On the contrary, if he has confidence in a printer, he will aim to buy all his printing from him. The development of the vast majority of printing businesses is along this line. In selling printing, the important part of the connection is the human relation; the thing which is exchanged is secondary. It is, therefore, of great importance that a printer equip himself so that he may be able to execute all the work which is offered him."

SERVICE BOOK OF GUMMED LABELS

The Dennison Manufacturing Co., Framingham, Mass., in its latest publication, which will be sent on request, details the extent of the market for gummed labels, and how to sell more jobs of that kind,—prepared for the interest of the printer. Unquestionably, the adoption of the many practical suggestions in the booklet will build a bigger gummed label business for any printer. It contains several pages of specimens. Here are a few paragraphs on selling.

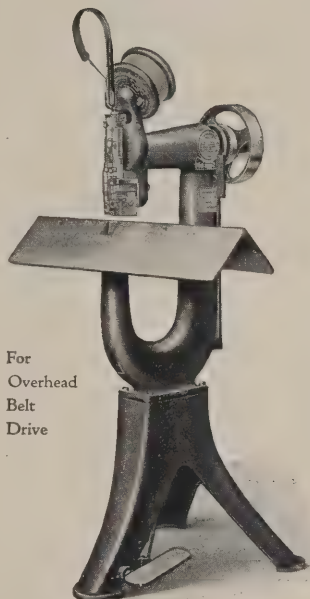
"Call on the concerns for whom you are now printing letterheads, envelopes or statements. Practically every one of them is a good prospect for address labels. Suggest to them the advantage of having distinctive and individual labels of their own for addressing packages. It is good advertising at low cost. Show them the designs in this book. The suggestions given here can be easily reproduced and adapted to any business.

"Draw up a list of the merchants and manufacturers in your locality. Don't overlook including in your list the druggists, florists, stationers, haberdashers and insurance agents. All of them use gummed labels every day. Canvass them, using this book as an introduction. You will be surprised at the number of profitable orders you will secure for address, marking and advertising labels.

"Let the designs in this book suggest other customers to you. For example, in the lower left-hand corner of page 8 is a label made up with the fictitious name of 'Kendrick & Sons, Jewelers.' Such a label can be used to advantage by any jewelry establishment. You can set this label easily from type and adapt it to any size wanted by using this sample as your guide. The other designs in the book will suggest prospects in exactly the same way.

"Make sure that the concerns for whom you print gummed labels will place repeat orders. To do this be sure to use the right kind of gummed paper. A gummed label is only as good as its gumming."

The BOSTON Wire Stitcher No. 2 for High Production



For
Overhead
Belt
Drive

The BOSTON Wire Stitcher No. 2

250 Stitches per minute are obtainable on the Boston Wire Stitcher No. 2. When ordered motor equipped, this speed may be reduced by the variable speed controller to about 125 stitches a minute to accommodate work that is not easily handled. This

Capacity, 2 sheets to one-fourth inch, flat and saddle table, single adjustment for working parts, friction clutch, 4 surface cutters, vertical feed

wide range of speed is possible only on the No. 2 Boston and permits it to meet every requirement of pamphlet and kindred stitching, and other work up to the full maximum rating.

The No. 2 and all regular sizes carried in stock by our Selling Houses

AMERICAN TYPE FOUNDERS COMPANY

GENERAL SELLING AGENT

Sold also by BARNHART BROTHERS & SPINDLER, and in Mexico and South America by NATIONAL PAPER AND TYPE COMPANY

SET IN MEMBERS OF THE CLOISTER FAMILY VOGUE INITIAL ADVERTISING BRACKETS TEAGUE BORDER

MR. PUBLISHER: Are You Hitting or Missing?

Have you the circulation coverage necessary to command the rates set by the N. E. A.?

If not it will mean dollars and cents to you to inquire about our plan for increasing your coverage and your bank balance.

\$187,569.00 in Cash

34,034 New Subscriptions

Represents the business secured by this organization in our last 21 campaigns—

YOU can get in on these results.

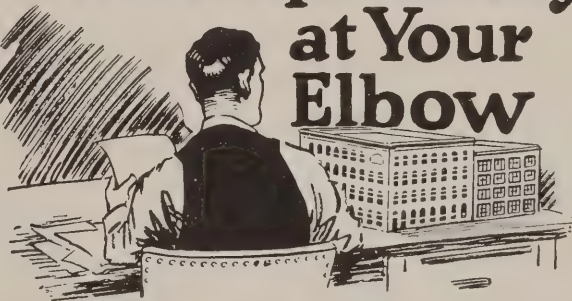
"21 years doing one thing well"

PACIFIC COAST CIRCULATION SERVICE

Bell Block

Cincinnati, Ohio.

An Envelope Factory at Your Elbow



Milwaukee printers whose shops are "right around the corner" from Western States are hardly nearer to it than you are. It's "same day" service for both of you.

And that kind of promptness is important when you realize that it covers

20 Million Envelopes
Always in Stock!

600 styles of them—in the full range of papers, weights, styles and colors that are staple or "regular"—and on top of that scores of specialized styles such as Baronials, Bankers' and many more which used to entail the annoyance and delay of "special order." They are ready today!

Ask for Free Price List No. 27 and "Worth While Envelope News"

The Western States Envelope Co.

South Water
from Clinton
to Ferry Sts.
Milwaukee
Wisconsin

SPARTAN TYPE METALS



THE PRINTING WORLD
RECOGNIZES THE
SUPERIORITY OF
SPARTAN
AND WE RECOGNIZE
OUR RESPONSIBILITY

For
Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositype

All Special Feed Bars

MERCHANT & EVANS CO.
PHILADELPHIA
Since 1866

WISH TO Go Into Business for Yourself?

We have for sale the following complete plants
now in daily operation with established trade:

No. 712—Composition plant in Oklahoma. Intertypes
and Monotypes.

No. 711—Plant in central Ohio, one cylinder, three
jobbers and other equipment to make up job printing
plant. Owner getting old.

No. 710—Michigan plant, seven cylinder presses, job
presses, bindery equipment, etc. Widow of original
owner wants to retire.

No. 709—Partner wanted for plant in Illinois within
100 miles of Chicago, two cylinders, two Miller units,
etc., now doing good business, fine opportunity for
live, practical man.

No. 705—Complete plant in Texas, two cylinders, two
jobbers, power cutter, linotype, etc. Owner deceased.

No. 642—Job and specialty plant in central New York
state, Miehle, Kelly and automatic presses, etc. Own-
er wants to retire.

No. 536—General printing plant in large eastern city,
well established. Owner will sell all or part interest in
order to shift the details to younger shoulders.

No. 651—Complete small electrotpe plant in eastern
city.

For Particulars Address

BAKER SALES COMPANY
200 Fifth Avenue, New York

"NPJ" ROUND TABLE (CONTINUED)

"FEEL IT," SAYS GILBERT PAPER CO.

A strikingly brief and lastingly impressive piece of print-
ing came over the editor's desk late last month. It illustrates
another angle of the value of *simplicity* and singleness-of-mes-
sage in getting out printed matter. The front cover shows a
blue background, on which there is a black and white line
reproduction of two hands holding a sheet of paper—very
natural. The caption—the only words on the page—is "*Feel
It.*" We did. Right on the white part! The third page
tells about "Resource Bond," of which the folder is a speci-
men. Just about 150 words, tastily set. It is addressed to the
buyer of printing, referring the same to the printer for further
advice, counsel and all that. On the back is the name of the
distributor "conspicuously small and legible."

VICE-PRESIDENT OF MERGENTHALER LINOTYPE

At the annual of the directors of the Mergenthaler Lino-
type Company, Ogden Mills, for more than thirty years the
company's vice-president, declined re-election to that office, and
upon his motion, Frederic D. McKenney of Washington, D. C., a
large stockholder in the company since its incorporation, and
an active member of its board of directors since November,
1915, was elected to the office.

Mr. Mills accepted re-election to the board of directors, and
also to the executive committee, and in both such capacities
will continue as hertofore to give to the company and its more
than 4,000 stockholders the benefit of his advice and active
interest.

Mr. McKenney is senior member of the firm of McKenney
and Flannery, lawyers, of Washington, D. C., which for many
years has been counsel at that point for the Pennsylvania Rail-
road System and other railroad companies operating into the
District of Columbia; for the Washington Terminal Company
(Union Station); the Mutual and the New York Life Insurance
Companies; the Equitable and the Fulton Trust Companies of
New York; the American Security & Trust Company of Wash-
ington, D. C., and other corporate organizations, including the
Mergenthaler Linotype Company. He formerly served as a
director on the boards of the Riggs National and the Com-
mercial National Banks of the District of Columbia, and on
several occasions has represented the United States as counsel
in international arbitrations at The Hague and elsewhere. He
is a graduate of Princeton University, class of 1884.

WESTVACO INSPIRATION, NO. 9

"The Romantic Appeal for the Prosaic Product," "Illu-
minating Black and White With Orange," "The Decorative In-
fluence of Advertising Art," "Playing on the Buying Emotions
of the Readers," "The Educational Slant of the Advertising
Booklet," "The Story in the Picture," and "Using Design and
Typography to Help Sell"—these are the interestingly-told and
illustrated subjects of the ninth in the famous series issued by
the West Virginia Pulp and Paper Co., just at hand. The
booklet, like the others preceding, is one to keep and look over
frequently, both as something charming in the way of printing,
and for counsel.

ASSOCIATION PROGRESS

Dates for Printer:Publishers

December

TEXAS EDITORIAL ASSOCIATION, 3-5, Brownsville.
KANSAS DEMOCRATIC EDITORIAL ASSOCIATION, 28, Wichita.

January (1926)

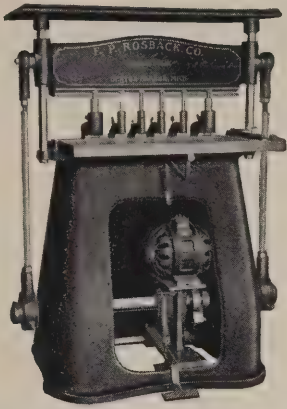
AMERICAN SOCIETY OF NEWSPAPER EDITORS, 15-16, Washing-
ton, D. C.
KANSAS PRESS ASSOCIATION, 23-24, Salina.
NORTHERN MINNESOTA EDITORIAL ASSOCIATION, 21-23, Sauk
Center.
SOUTHERN CALIFORNIA EDITORIAL ASSOCIATION, 15-16, Los
Angeles.
NORTH DAKOTA PRESS ASSOCIATION, 22-23, Minot.

February

MICHIGAN PRESS ASSOCIATION, 4-6, Lansing.
NEBRASKA PRESS ASSOCIATION, 18-20, Hastings.

March

FOURTEENTH ANNUAL NEWSPAPER INSTITUTE OF THE
WASHINGTON PRESS ASSOCIATION, 4-6, University of Washing-
ton, Seattle.



THE ROSBACK MULTIPLEX PUNCHING MACHINE

The Only Machine in The World That—

Round Corners Tab Cuts for Index Cards Punches Round or Open Holes
Perforates (Like Postage Stamps)

Does a Wider Range of Work than Any Other Punching Machine.
Latest Type One-Piece Self-Aligning Punch Heads.
Power Applied on Both Ends.
Heads can't Creep or Move while Punching.
No Spring or Tilt of Head.
Very Massive—Heavily Constructed Throughout.
One-Piece Bed and Stand.
Heads can be Removed from any Position without Disturbing Others in Use.

F. P. ROSBACK CO.

Benton Harbor, Michigan

THE LARGEST PERFORATOR FACTORY IN THE WORLD

Want More Job Printing?

Our inexpensive service
will increase your business.

*Write for samples
and particulars.*

Publishers' Service Associates

Park Building

Cleveland, Ohio

*Maybe you can build
up your own classified.
All we claim is that
if you can't—we can!*

THE BASIL L. SMITH SYSTEM, INC.

*International Classified Advertising
Counsellors*

Packard Building

Philadelphia

Eliminate Waste

in Your

Composing Room

The MONOMELT System—

Produces better type faces.
Produces more solid slugs.
Eliminates metal furnace.
50% less labor operations.
75% less metal drossage.
10% more production.

SAVES TIME, LABOR, MONEY

MONOMELT
SLUG FEEDER

It Cleans as It Melts

Printers' Manufacturing Co.

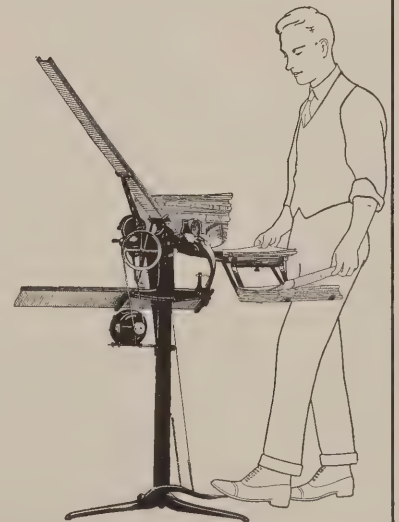
1106-17 Transportation Bldg.

Chicago, Ill.

*Write us for Comments by Hundreds of
Enthusiastic Users.*

Better, Easier, Cheaper Addressing With a TYPADDRESSER

- 1—Prints 4,000
clean-cut visible
addresses
an hour.
- 2—Prints from
linotype slugs.
- 3—Prints through
inked ribbon.
- 4—Prints on mar-
gin of the pa-
per.
- 5—Driven by elec-
tricity.
- 6—Guaranteed.
- 7—Sold on 30 days
FREE trial.



Mail the coupon for full particulars.

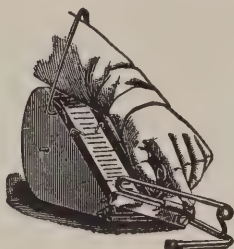
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"NPJ" ROUND TABLE

(CONTINUED)

April

FIRST PAN-AMERICAN CONGRESS OF JOURNALISTS, 7-13, Washington, D. C.

May

UNIVERSITY OF MISSOURI JOURNALISM WEEK, 9-15, School of Journalism, University of Missouri, Columbia.

July

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN, 26-31, Philadelphia, Pa.

August

NATIONAL ORGANIZATION OF NEWSPAPER FIELD MANAGERS, 25-30, St. Paul, Minn.

NATIONAL ASSOCIATION OF STATE PRESS FIELD MANAGERS, 25-30, St. Paul, Minn.

September (1927)

GRAPHIC ARTS EXPOSITION, Sept. 19-Oct. 1, New York City.

ISOUND FOUNDATIONS FOR THE PRESS

Frank O. Edgecombe, Geneva (Neb.) *Signal*, president of the National Editorial Association: "The only proper foundation for a national organization of any kind is a sound system of state organizations. In the larger states especially, the proper foundation for a state organization is an organization by county units, or district units.

"The reasons are apparent. The United States is so large that it is impossible to secure annual contact with individual members. Annual meetings are moved about over the country for the purpose of establishing contact occasionally with practically all members but occasionally is not enough.

"With local and state associations organized on sound business lines, with their business activity continuous, the hope for the formation of a sound national organization and its continuance on sound business lines is greatly improved.

"Therefore it has been with exceedingly great concern that the officers of the National Editorial Association have watched the growth of the field manager plan of organizing for state press associations and have done everything within their province to encourage its extension."

POINTS IN JUDGING EDITORIAL PAGES

The Colorado Association's contest for editorial pages, mid-winter meeting, will use the following scale of possible high points: Scope, suitability and originality of topics, 30 points; leadership, 30 points; literary excellence, 30 points; mechanical appearance, 10 points.

INLAND'S METHOD FOR FIXING DUES

The last meeting of the Inland Daily Press Association adopted the following amendment, effective Jan. 1, 1926: "The dues of each member of this association shall be ten dollars, plus such additional sum not to exceed three dollars for each one thousand circulation or major fraction thereof, as may be determined by the board of directors; said circulation to be the figure submitted by the member in its report to the government the October preceding; provided, that the maximum amount of dues to be paid by any member shall be one hundred dollars."

Association Elections

TEXAS DAILY PRESS LEAGUE—President, Bernard Hanks, Abilene Reporter; first vice-president, A. G. Mayse, Sherman Democrat; second vice-president, C. W. Wilson, Mineral Wells Index; secretary-treasurer, E. W. Bateman, Marshall News.

NORTH DAKOTA ASSOCIATED PRESS EDITORIAL ASSOCIATION—President, H. D. Paulson, Fargo Forum; vice-president, John B. Cooley, Grand Forks Herald.

UNIVERSITY PRESS CLUB OF MICHIGAN—President, A. R. Treanor, Saginaw News-Courier; vice-president, (for larger dailies) L. A. Weil, Port Huron Times-Herald; vice-president, (for smaller dailies) Frank J. Russell, Marquette Mining Journal; vice-president, (for weeklies) R. Averill, Birmingham Eccentric; secretary-treasurer, John L. Brumm.

MISSOURI PRESS ASSOCIATION—President, E. H. Winter, Warrenton Banner; vice-president, George S. Johns, St. Louis Post-Dispatch; secretary, Miss Pearl Winters, Monett Times; treasurer, Mrs. Frances J. O'Meara, Martinsburg Monitor; Directors: Eugene B. Roach, Carthage Democrat; E. E. Swain, Kirkville Express.

NEW YORK STATE ASSOCIATION OF CIRCULATION MANAGERS—President, C. E. Blewer, Binghamton Press; vice-president, E. E. Decker, Middletown Times-Press; second

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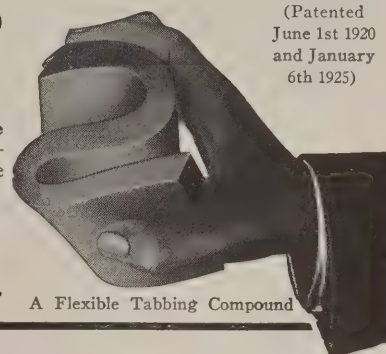
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*Personal and Business
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with customer's name
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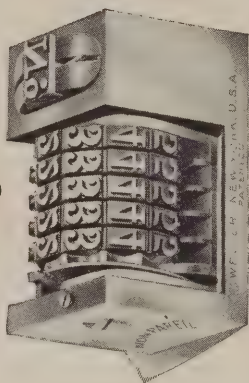
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is Type-High — can be locked in form the same as type to **number and print at one impression.** **NO PRINTER** can afford to be in business without these machines — it is impossible to compete with others who have them.

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J. C. WILLIAMS, Greensboro (Ga.) Herald-Journal—"We have been a subscriber to your publication for several years, and consider it one among the best trade publications issued for the country newspaper editor and publisher. We are always interested in how the other fellow runs his paper and business office. We have found many good ideas and suggestions by such practical articles."

W. J. NORMAN, Norman & Burkett Printing Co., Omaha, Neb.—"I want to congratulate you very much on the efforts you are putting in to make the NPJ a more popular publication. We wish you the best success in the world and hope that we may do a little part some day to help you along in recommending the NPJ."

H. L. REED, Blairsville (Pa.) Dispatch—"We couldn't do less than subscribe for your publication after securing the idea for a double page advertisement from the sample copy of the October number sent us. Your publication is interesting and fills a need in the printing fraternity."

H. BURR ELDREDGE, Winchendon, (Mass.) Courier Press—

Don't stop it! Here's another check for \$2 and we consider it a splendid investment as NATIONAL PRINTER-JOURNALIST continues to be the BEST trade journal which enters our editorial office. It always receives a cordial welcome and is read from cover to cover. Be sure we receive every issue!

"NPJ", at the year's ending, desires to express its appreciation to the hundreds of readers and advertisers who have sent letters of approval and encouragement; and they have our assurance that every possible effort will be continued to make the magazine more and more valuable.—J.L.M.

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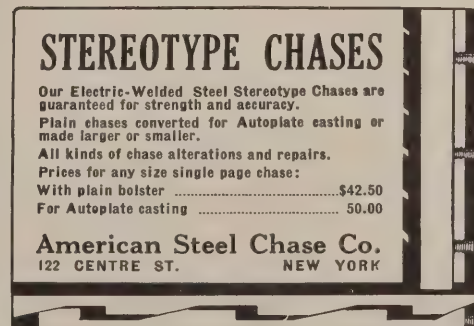
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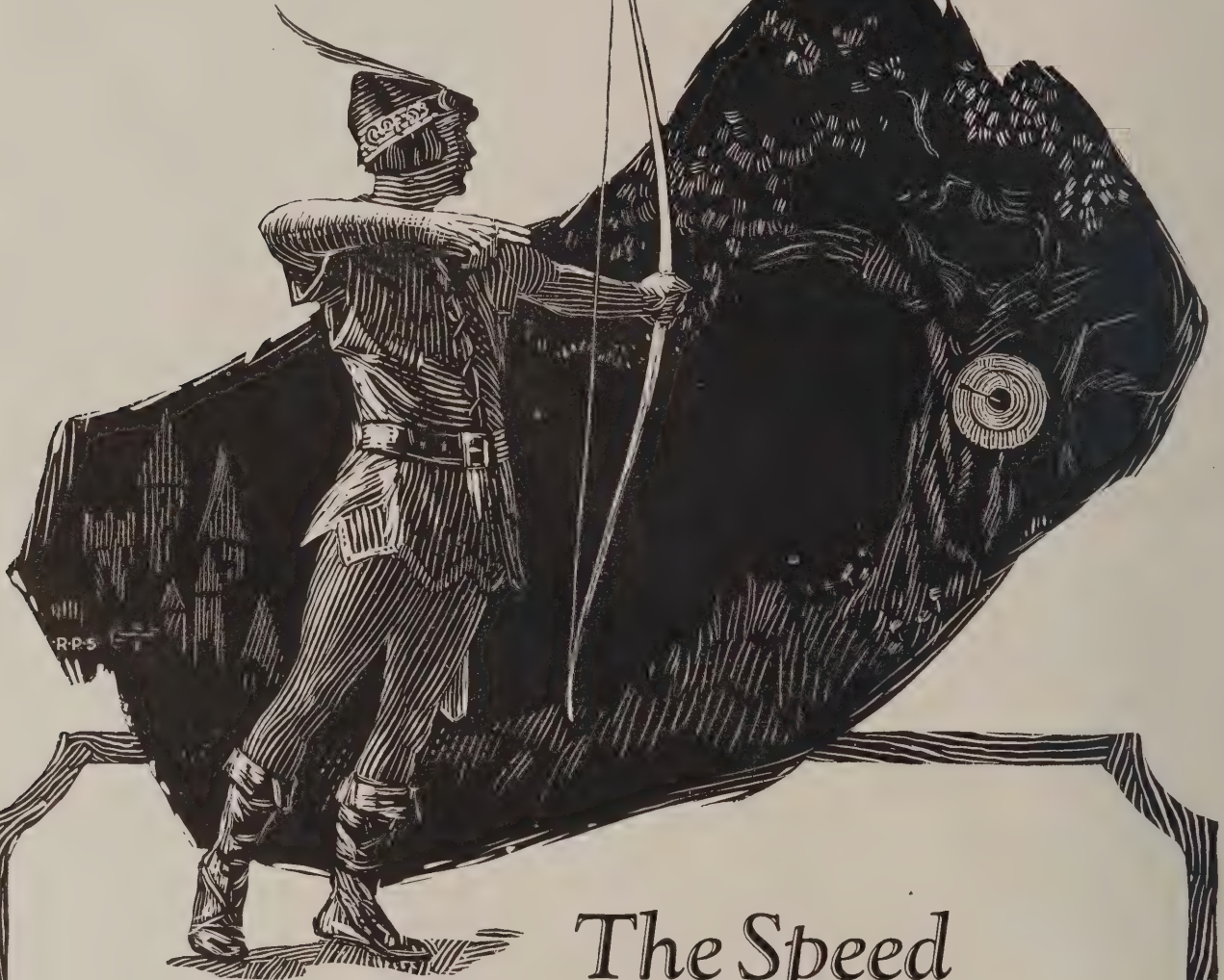
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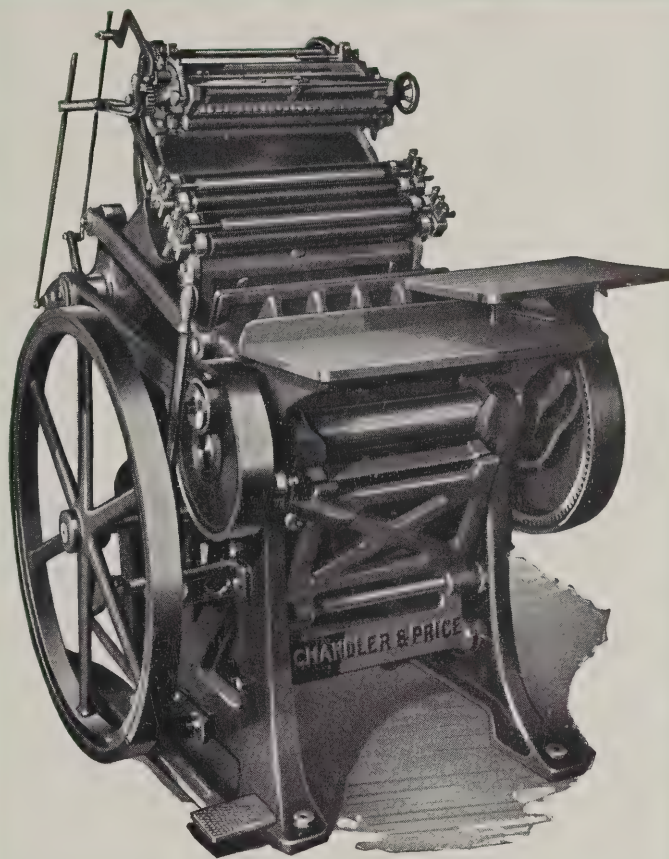
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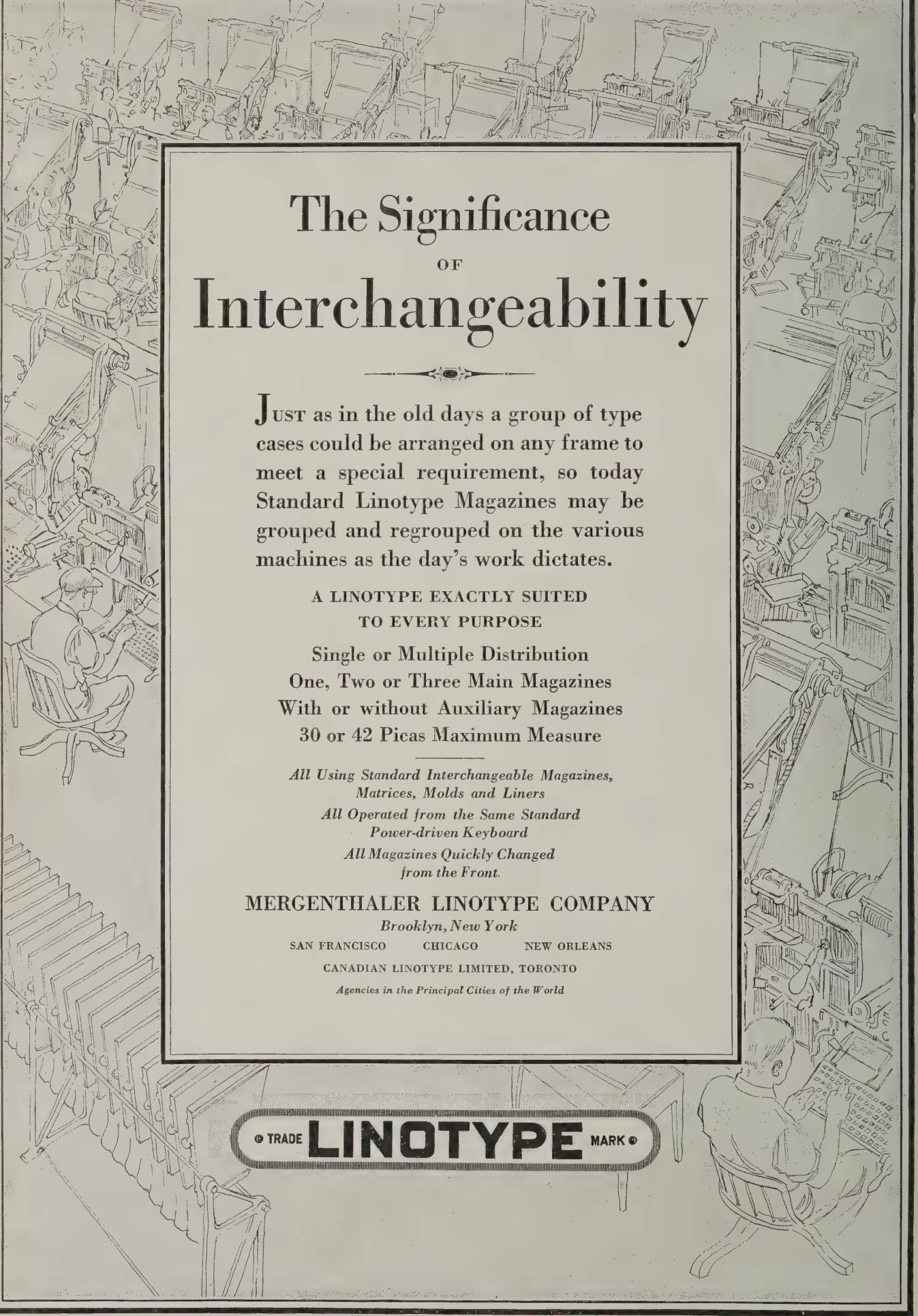
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